

UNIVERSITY OF JAFFNA, SRI LANKA
FACULTY OF ALLIED HEALTH SCIENCES
FOURTH YEAR FIRST SEMESTER EXAMINATION IN BPharmHons-2023
PHAMM 4163 PHARMACEUTICAL MANAGEMENT AND MARKETING

Date: 17.12.2024

Time: 03 hours

ANSWER ALL SIX QUESTIONS.

ANSWER PART A, B & C IN SEPARATE ANSWER BOOKS.

Part - A

1.

- 1.1 What do you understand by the term “management”. (25 Marks)
- 1.2 Briefly explain the major managerial functions with appropriate examples. (25 Marks)
- 1.3 Describe the organizational, social and personnel objectives of management with example. (25 Marks)
- 1.4 Briefly describe the three types of skill that a manager should possess. (25 Marks)

2.

- 2.1 List out the determinants of demand. (25 Marks)
- 2.2 Define the term elasticity of demand and describe its types. (25 Marks)
- 2.3 Explain the concepts “Law of supply” and “Law of demand”. (25 Marks)
- 2.4 Explain the impact of changes in income of consumers on the demand for “normal goods” and “inferior goods” (25 Marks)

3.

- 3.1 List out the objectives of filing. (20 Marks)
- 3.2 Differentiate between the horizontal and vertical method of filing system. (20 Marks)
- 3.3 Explain the following filing system with examples. (60 Marks)
- 3.3.1 Alphabetical filing system
- 3.3.2 Numerical filing system
- 3.3.4 Alpha-numerical filing system
- 3.4.5 Geographical filing system

Part - B

4. 4.1 Understanding the core functions of marketing can help organizations better focus efforts and strategies to support their business”. Explain the functions of marketing. (70 Marks)
- 4.2 Explain the role of the wholesaler in pharmaceutical distribution and the wholesaler’s service to manufacturers and retailers. (30 Marks)

5. 5.1 “Marketing research focuses on and organizes marketing information”. Explain the market research process. (5)
- 5.2 Explain the probability and non-probability sampling designs utilized in research. (30 Marks)
- 5.3 Explain the concept of product life cycle with an example. (20 Marks)

Part - C

- 6.
- 6.1 List out the qualitative characteristics of accounting information. (15 Marks)
- 6.2 Define the term “Accounting” (05 Marks)
- 6.3 Details of Petty cash transactions of the business of Mr.Maran’s for the month of April, 2024. (40 Marks)

April 1 Received for cash payment Rs.20,000

April 2 Paid for postage Rs.1,600

April 5 Paid for stationery Rs.1,000

April 6 Postage Rs.120

April 7 Paid for Stationery Rs.320

April 8 Paid for Entertainment Rs.50

April 8 Paid for advertisement Rs.2,000

April 12 Paid for wages Rs.800

April 13 Paid for Entertainment Rs.70

April 16 Paid for travelling Rs.600

April 17 Paid for Postage Rs.170

April 18 Paid for Entertainment Rs.120

April 19 Paid for Travelling Rs.670

April 25 Paid for travelling expenses Rs.3,200

April 27 Paid for postage Rs.480

April 28 Paid for office cleaning Rs.400

April 29 Paid for telegram Rs.800

April 30 paid for pen Rs.200

Petty cash imprest has been reimbursed on 01st May,2024.You are required to prepare a column from petty cash book analyzing the expenditure under the category of postage entertainment, travelling, stationary, sundry expenses accounts.

6.4 Following are the details of the sales of Mr. Maran during the Month of February, (40 Marks)
2024. Record the above transactions to the sales journal and to the ledger.

Date	Invoice Number	Customer	Details of Goods Sold	Invoice value (before the deducting the trade discount)	Trade Discounts
06 th	502	Thisarara	Rice	70,000	--
09 th	503	Suman	Flour	60,000	03%
12 th	-	Midun	Old bottle	6,000	--
18 th	504	Harsha	Sugar	50,000	--
24 th	-	David	Old Furniture	40,000	--

Record the above transactions to the sales journal and to the ledger Account.