

UNIVERSITY OF JAFFNA, SRI LANKA

BACHELOR OF PHARMACY

THIRD YEAR SECOND SEMESTER EXAMINATION – FEBRUARY 2014

PHAAM 3203 - PHARMACEUTICAL ADMINISTRATION AND MANAGEMENT

Date: 11.03.2014

Time: 03 Hours

Answer all SIX questions

- 1
 - 1.1 What do you mean by the term “Management”? (20 Marks)
 - 1.2 Explain what are the skills needed at different levels of the management (30 Marks)
 - 1.3 Briefly explain the main functions of management. (50 Marks)

- 2
 - 2.1 Define the term “Marketing”? (20 Marks)
 - 2.2 Briefly explain the types of distribution channels? (30 Marks)
 - 2.3 Write the short notes on the following
 - 2.3.1 Organization (10 Marks)
 - 2.3.2 Direct Marketing (10 Marks)
 - 2.3.3 Marketing mix (10 Marks)
 - 2.3.4 Distribution Channels (10 Marks)
 - 2.3.5 Services of Retailer (10 Marks)

- 3
 - 3.1 Define the term “economics”? (10 Marks)
 - 3.2 How you will distinguish macroeconomics from microeconomics? (40 Marks)
 - 3.3 Explain the different stages of opportunity cost (50 Marks)

- 4
 - 4.1 What do you mean by Demand, demand function and demand curve? (30 Marks)
 - 4.2 Explain the term supply and factors that determine the supply. (30 Marks)
 - 4.3 Briefly explain different types of elasticity of demand (40 Marks)

- 5
 - 5.1 List the characteristics of financial statement (25 Marks)
 - 5.2 Distinguish capital transaction and revenue transaction (25 Marks)
 - 5.3 Briefly describe the elements of a statement of financial position. (25 Marks)
 - 5.4 List the usefulness of financial statements (25 Marks)

6.
The following trial balance was extracted from the ledger of Stella Parkinson at the end 31st December 2013.

	Rs	Rs
	Debit	Credit
Buildings at cost	240,000	
Plant at cost	160,000	
Accumulated depreciation at start of year		
On buildings		40,000
On plant		76,000
Purchases	500,000	
Sales		808,800
Inventories at start of year	100,000	
Discounts	36,000	9,600
Wages and salaries	69,600	
Bad debts written off	9,200	
Other expenses	45,600	
Receivables and payables	76,000	72,000
Cash	3,200	
Drawings	48,000	
Allowance for receivables		1,000
Opening capital		150,000
Bank		35,400
Bank loan		<u>94,800</u>
	<u>1287,600</u>	<u>1287,600</u>

The following information is also given at the end of the year

- (a) Closing inventories are Rs.84, 000.
- (b) Wages and salaries accrued amount to Rs.1, 600.
- (c) Other expenses prepaid amount to Rs.600.
- (d) The allowance for receivables is to be adjusted to 2 per cent of receivables.

(e) Depreciation for the year is to be calculated as:

- 1.5 per cent per annum- straight line on buildings
- 25 per cent per annum- reducing balance on plant

You are required to prepare **Income statement and Balance Sheet as at 31st December 2013.**

(100 marks)