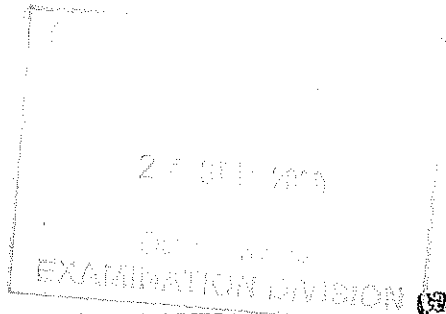


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**THE OPEN UNIVERSITY OF SRI LANKA  
FACULTY OF HEALTH SCIENCES  
DEPARTMENT OF PHARMACY  
ACADEMIC YEAR 2019/2020 – SEMSETER I**



**BACHELOR OF PHARMACY HONOURS  
FMU5406 – PHARMACEUTICAL MARKETING, MANAGEMENT AND  
PHARMACOECONOMICS – LEVEL 5  
FINAL EXAMINATION  
DURATION: THREE HOURS**

DATE: 24<sup>TH</sup> SEPTEMBER 2020

TIME: 01.30 P.M. – 04.30 P.M.

**INDEX NO:** .....

**INFORMATION TO CANDIDATES**

- This question paper consists of **03 pages** with **three parts, Part A, Part B and Part C.**
- **Part A – Two (02) Structured Essay Questions (30 Marks)**
- **Part B – Two (02) Structured Essay Questions (30 Marks)**
- **Part C – Two (02) Structured Essay Questions (40 Marks)**

**IMPORTANT INSTRUCTIONS**

- Write your Index Number in the space provided.
- Answer **All** questions.
- Do **NOT** remove any page/part of this question paper from the examination hall.
- This is a closed book examination. Do **NOT** keep unauthorized material, including mobile phones and other electronic equipment, with you during the examination.
- Non-programmable calculators are allowed.
- Answer the three parts as **three separate sections.**

Index No: .....

**Part A – Two (02) Structured Essay Questions (30 Marks)**

1. Identify the four (04) elements in the Marketing Mix (4 P's) of a pharmaceutical company and explain with examples. **(15 Marks)**
2.
  - 2.1. Describe the 'Marketing Environment'. **(05 Marks)**
  - 2.2. Describe the tools that we can use to analyse the Macro and Micro environment in Marketing. **(10 Marks)**

**Part B – Two (02) Structured Essay Questions (30 Marks)**

3. "Similar to Education, Health is considered as a merit good and it is vital for a country towards achieving economic growth and development"
  - 3.1. What is meant by a merit good? How would it differ from a Public good? **(05 Marks)**
  - 3.2. Using examples explain how a strong health sector contributes a country to achieve higher economic growth and development. **(10 Marks)**
4.
  - 4.1. What is meant by asymmetric information? Explain. **(05 Marks)**
  - 4.2. "The asymmetry of information makes the relationship between patients and doctors rather different". How would this affect interested parties achieving the most desirable outcome? **(10 Marks)**

**Part C – Two (02) Structured Essay Questions (40 Marks)**

5.
  - 5.1. "Not having a plan can be the best plan of all" Do you agree? Explain. **(05 Marks)**
  - 5.2. Elaborate the essential skills of Managers. **(05 Marks)**
  - 5.3. Explain the difference between "Leadership" and "Management". **(05 Marks)**
  - 5.4. "Controlling is the most important function of Management" Do you agree? Explain. **(05 Marks)**

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6.

6.1. "Accounting is the language of business" Do you agree? Explain. **(04 Marks)**

6.2. Explain the difference between cash basis and accrual basis of accounting.

**(04 Marks)**

6.3. Fernando is the owner of TC Enterprise, a tax consulting business. At the end of its accounting period, December 31, 2019, TC Enterprise has total assets of Rs. 700,000 and liabilities of Rs. 300,000. Use the basic accounting equation and calculate the answers in each of the following scenarios.

**(12 Marks)**

- i. Calculate Mr. Fernando's Capital, as of December 31, 2019.
- ii. If the assets are increased by Rs. 20,000 and liabilities are increased by Rs. 70,000 during the year 2020, calculate Fernando's capital, as of December 31, 2020.
- iii. Calculate Fernando's capital, as of December 31, 2020, assuming that assets are decreased by Rs. 60,000 and the liabilities are increased by Rs. 20,000 during the year 2020.
- iv. If Mr. Fernando introduced an additional capital of Rs.100,000 and the liabilities of the firm are decreased by Rs 40,000 during the year 2020, calculate the value of total assets, as of December 31, 2020.
- v. Calculate the value of the total liability of the firm, as of December 31, 2020, assuming that assets increased by Rs. 80,000 and the capital is decreased by Rs. 50,000 during the year 2020.
- vi. Calculate the net profit during the year 2020, assuming that as of December 31, 2020, assets were Rs. 960,000, liabilities were Rs. 160,000, and there were no additional investments or withdrawals.

**.....End of the Exam Paper.....**

