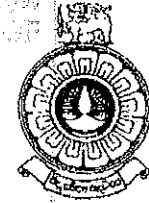


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THE OPEN UNIVERSITY OF SRI LANKA  
FACULTY OF HEALTH SCIENCES  
DEPARTMENT OF PHARMACY  
ACADEMIC YEAR 2019/2020 – SEMESTER I



BACHELOR OF PHARMACY  
BPU3130 – PHARMACOECONOMICS – LEVEL 5  
FINAL EXAMINATION  
DURATION: TWO HOURS

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

TIME: 01.30 P.M. – 03.30 P.M.

INDEX NO: .....

**INFORMATION TO CANDIDATES**

- This question paper consists of 02 pages with two parts, Part A and Part B.
- Part A – Two (02) Structured Essay Questions (50 Marks)
- Part B – Two (02) Structured Essay Questions (50 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 two parts in two separate sections.

Index No: .....

**Part A – Two (02) Structured Essay Questions (50 Marks)**

1.
  - 1.1. Describe “Marketing Environment”. (05 Marks)
  - 1.2. Differentiate between the Macro and Micro environment in marketing. (10 Marks)
  - 1.3. Describe the tools that we can use to analyze the Macro and Micro environment in marketing. (10 Marks)
2. Identify the four (04) elements in the Marketing Mix (4 P’s) of a pharmaceutical company and explain with examples. (25 Marks)

**Part B – Two (02) Structured Essay Questions (50 Marks)**

3. “Free market system is characterised by market failures; therefore, health-care cannot be left to the free market”.
  - 3.1 What is meant by market failures? Explain in relation to the health sector. (10 Marks)
  - 3.2 Considering the current developments, especially in relation to “COVID -19” pandemic, explain whether you “agree” or “disagree” with the above statement. (15 Marks)
4.
  - 4.1. How would knowledge in relation to concept of elasticity of demand helps an executive in the health sector make effective decisions? Explain with examples. (13 Marks)
  - 4.2 “Medical care is characterized by high degree of substitutability”. Do you agree with this statement? Explain with examples. (12 Marks)

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