

THE OPEN UNIVERSITY OF SRI LANKA  
FACULTY OF HEALTH SCIENCES  
DEPARTMENT OF PHARMACY  
ACADEMIC YEAR 2018/ 2019 – SEMESTER I



BACHELOR OF PHARMACY  
BPU3130 – PHARMACOECONOMICS – LEVEL 4  
FINAL EXAMINATION  
DURATION: TWO HOURS

DATE: 07<sup>th</sup> MARCH 2019

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.
- 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 answer booklets**.

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

1. "Marketing Mix is all about strategies for managers to make decisions".

1.1 What are the elements in the Marketing Mix? (08 Marks)

1.2 Explain the importance of the marketing mix for your industry with examples. (17 Marks)

2. Many pharmaceutical executives consider the first step towards being closer to the market is to develop a deeper understanding of customers; market segmentation is the best route to attaining and leveraging this market understanding (Cjorstens, M., 1991).

2.1 Explain the concept of Market Segmentation. (08 Marks)

2.2 Critically evaluate how market segmentation helps pharmaceutical companies understand their potential customers. (17 Marks)

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

3.

3.1 What are the five fundamental factors related to demand for health care services? Explain your answer. (10 Marks)

3.2 "You cannot buy and sell health-care like other goods, why not leave health care to the market". Elaborate this statement. (15 Marks)

4.

4.1 "The asymmetry of information makes the relationship between patients and doctors rather different from the usual relationship between buyers and sellers". Do you agree? Explain with examples. (15 Marks)

4.2 "Externality effects provide another source of market failure". Explain whether you agree with the given statement by highlighting the differences between negative and positive externalities. (10 Marks)

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