THE OPEN UNIVERSITY OF SRI LANKA
09 MAR 2022
EXAMINATION DIVISION

THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF HEALTH SCIENCES
DEPARTMENT OF PHARMACY
ACADEMIC YEAR 2020/2021 – SEMESTER I

BACHELOR OF PHARMACY HONOURS
FMU5406 – PHARMACEUTICAL MARKETING, MANAGEMENT AND PHARMACOECONOMICS– LEVEL 5
FINAL EXAMINATION
DURATION: THREE (03) HOURS

DATE: 09TH MARCH 2022 TIME: 9.30 A.M. – 12.30 P.M.

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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.
- 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 in **three separate answer booklets.**

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

1. "Marketing environment is extremely important for modern business"

   1.1. Explain the concept of the marketing environment. (05 Marks)

   1.2. Critically evaluate how you can gain benefits from the analysis of marketing environment for your own business-related to pharmaceuticals.

   (10 Marks)

2. As a manager of a leading drug company, you need to make a presentation of the importance of "Marketing mix" for the board of directors. You need to explain all variables in the marketing mix and their strategic importance for your company. Draft your presentation summarizing these key points. (15 Marks)

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

3. While highlighting the major determinants of poor health, explain how the advancements in the health care system create conducive conditions for economic development. In answering the above, consider the conditions created by COVID-19 pandemic too.

   (15 Marks)

4.

   4.1. Why is the health care characterized by low degree of substitutability? Explain.

   (07 Marks)

   4.2. Unlike the other consumption and investment goods that can be sold and bought in the market, why couldn't health care be left entirely to the market? Explain.

   (08 Marks)

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

5.

5.1 Rapidly changing environmental conditions have created a profound change at workplace. Discuss the challenges faced by modern managers within an organization.

(07 Marks)

5.2 "Every manager is not a leader". Do you agree? Justify your answer (06 Marks)

5.3 Briefly describe the steps in the control process. (07 Marks)

6. Mr. Galappathi, an entrepreneur, started a small business entity named RC Mach Enterprises, related to buying and selling of toys. Following transactions took place during the month of February 2022.

01/02/2022 –Mr. Galappathi invested 20 million rupees as the capital.

03/02/2022 - He obtained a bank loan of 5 million rupees for his business.

07/02/2022 - He purchased a distribution vehicle for 5 million rupees.

12/02/2022 - He paid 5 million rupees to purchase Toys.

13/02/2022 - He sold toys for 0.6 million rupees and the profit margin is 0.1 million rupees

18/02/2022 - He sold toys on credit for 0.5 million rupees and the cost of the toys was 0.4 million rupees.

20/02/2022 - 0.5 million rupees were received from the debtors.

22/02/2022 - Utility bills of the month of February were paid; Electricity 0.1 million rupees, Water-0.05 million rupees.

25/02/2022 - 0.2 million rupees were paid as the employee's salary for the month of February.

6.1 Indicate the effects of the above transactions on the basic accounting equation.

(10 Marks)

6.2 Record the above transactions into the ledger accounts of RC Mach Enterprises.

(10 Marks)