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THE OPEN UNIVERSITY OF SRI LANKA
FACULTY OF HEALTH SCIENCES
DEPARTMENT OF PHARMACY
THE ACADEMIC YEAR 2022/ 2023 – SEMESTER I

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

DATE: 28TH MARCH 2023 **TIME: 9.30 A.M. – 12.30 P.M.**

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INFORMATION TO CANDIDATES

- This question paper consists of **04 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 of the paper in **three separate answer booklets.**

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

1. "Marketing environment is a set of internal and external factors that influence a company's activities related to the promotion of a product."

   1.1 Briefly explain the internal and external factors in the marketing environment. (05 marks)

   1.2 Critically evaluate how you can apply the knowledge on the marketing environment for a government pharmacy. (10 marks)

2. As a manager of a leading hospital, you need to make a brief presentation on the concept of "Marketing mix" to the board of directors. Explain the elements of the marketing mix and its importance for your company. (15 marks)

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

3. Highlighting the major determinants of poor health, explain why adequate funding for health care is important for a country to achieve speedy economic development. (15 marks)

4. "In a free-market resources are allocated in an efficient manner, yet it is not practical to leave health sector entirely to the free market." Elaborate this statement with examples. (15 marks)

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

5.

5.1 Irrespective of different career fields, management can be experienced everywhere as a common scenario and a process. Explain why management is inevitable in any organization by explaining the management process and its importance. You can select any organization at your will (real or hypothetical) as an example in supporting your answer. (10 marks)

5.2 Contemporary managers should strategically handle numerous challenges in the current organizational context. Elaborate this statement by referring to at least three (03) current management challenges and explaining how managers should manage them within organizations. (10 marks)

6. Mr. Kumara started a Medical Laboratory and a Pharmacy, and the following transactions took place.

1. Commenced the medical laboratory with cash of Rs. 750,000 Land worth Rs. 150,000 and Building worth Rs. 100,000.

2. Purchased laboratory equipment of Rs. 50,000 of which Rs. 25,000 paid by cash and the balance was agreed to be settled later.

3. Mr. Kumara purchased syringes for laboratory and medicines for pharmacy worth Rs. 25,000 and Rs. 50,000 respectively on credit basis.

4. Mr. Kumara sold medicine for Rs. 10,000 and received cash of Rs. 7,500 with the balance to be received. And the profit margin is Rs. 3,000.

5. Mr. Kumara opened a bank account and deposited Rs. 100,000.

6. Electricity bill and water bill for the month paid were Rs. 1,500 and Rs. 500 respectively.

7. Mr. Kumara withdrew Rs. 15,000 from the bank account to pay for his life insurance's monthly installment.

8. Mr. Kumara paid following salary expenses for three employees in cash.
   Salary advances: Rs. 10,000 per employee
   Festival allowance: Rs. 5,000 per employee

9. The sum of Rs. 2,500 in cash was received from the customer who have previously been billed in transaction no. 04.

10. In addition to the initial investment, Mr. Kumara invested Rs. 50,000 to purchase a printer for the laboratory works.

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6.1 You are requested to equip the accounting equation to show the effect of the transactions on Mr. Kumara's Assets, Liabilities and Equity.

(10 marks)

6.2 Record the above transactions into Mr. Kumara's ledger accounts.

(10 marks)

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