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

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

DATE: 07th MARCH 2019 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.
- 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.**

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

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

1.1 What are the elements in the Marketing Mix? **(04 Marks)**

1.2 Explain the importance of the marketing mix for your industry. **(11 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. **(04 Marks)**

2.2 Critically evaluate how market segmentation helps pharmaceutical companies understand their potential customers. **(11 Marks)**

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

3.

3.1 What are the major determinants of poor health? Explain. **(05 Marks)**

3.2 Explain how the improvements of the health system can crate conducive conditions for economic development. **(10 Marks)**

4.

4.1 What are the five fundamental factors related to demand for health care services? Explain your answer. **(05 Marks)**

4.2 "Medical care is characterized by low degree of substitutability". Elaborate this statement with examples. **(10 Marks)**

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

5.

5.1 Differentiate between Efficiency and Effectiveness. Use relevant illustrations. **(06 Marks)**

5.2 Explain the **three (03)** levels of Management and essential skills of mangers at different levels in an organization. Use relevant illustrations. **(06 Marks)**

5.3 Explain the different types of roles played by managers within an organization. **(08 Marks)**

6.

6.1 Following transactions are extracted from KYC Company. Use basic accounting equation to show their effect on Assets, Liabilities and Owner's Capital. **(08 Marks)**

i. The owner invested Rs. 600,000 to start the business, and he invested his own building in the business. The market value of the building is Rs. 500,000
ii. The company opened a bank account by depositing Rs. 350,000.
iii. The owner took Rs.15,000 to pay his insurance premium.
iv. The company purchased computer equipment for Rs. 200,000.
v. Goods were purchased on credit for Rs. 250,000.
vi. The company sold goods costing Rs.100,000 for Rs.180,000.
vii. Goods were purchased on cash - Rs. 200,000.
viii. The company paid Rs.120,000 to creditors.

6.2 Mr. Gamunu started a business related to the health care sector and the following transactions occurred during the month of June 2018.

01/06/2018 - Mr. Gamunu introduced Rs.900,000 as the capital.
03/06/2018 - He obtained a bank loan of Rs.200,000 for his business.
10/06/2018 - He purchased a distribution vehicle for Rs.300,000.
12/06/2018 - He purchased goods on cash - Rs.450,000.
20/06/2018 - He sold goods for Rs. 350,000 and the profit margin is Rs.120,000.
28/06/2018 - Cash was received from the customers- Rs.100,000.
29/06/2018 - He sold goods on credit for Rs.120,000 and the cost of the goods was Rs.60,000.
30/06/2018 – He paid utility bills for the month of June; Electricity-Rs.15,000, Water-Rs.18,000.

You are required to record above transactions into the ledger accounts for the month of June 2018. **(12 Marks)**

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