



UNIVERSITY OF RUHUNA – FACULTY OF ALLIED HEALTH SCIENCES

DEPARTMENT OF PHARMACY

THIRD BPHARM PART II EXAMINATION 2022 – NOVEMBER 2022

PH 3253 MARKETING AND ACCOUNTING - SEQ PAPER

TIME: THREE HOURS

INSTRUCTIONS

- There are six questions in the part A and B in SEQ paper.
- Answer all parts.
- No paper should be removed from the examination hall.
- Do not use any correction fluid.
- Use illustrations where necessary.

PART A

01. “Marketing is a diverse field. The structure and organization of a team can vary depending on several factors, including the industry, size of the company, and unique organizational needs.”

- 1.1. What is the scope of marketing? (25 marks)
- 1.2. Describe the societal marketing concept. (25 marks)
- 1.3. Briefly explain customer relationship management with examples. (25 marks)
- 1.4. Explain the five customer markets. (25 marks)

02. “Consumer value describes a consumer's strong relative preference for certain subjectively evaluated product or service attributes.”

- 2.1. What is customer perceived value? Explain the answer with examples. (25 marks)
- 2.2. Briefly explain the steps in a customer value analysis. (25 marks)
- 2.3. Briefly explain the segmentation by behavior. (25 marks)
- 2.4. How should a company choose the most attractive target markets? (25 marks)

03. “A marketing mix includes multiple areas of focus as part of a comprehensive marketing plan.”

- 3.1. How do you classify the consumer product? Explain your answer with examples. (25 marks)
- 3.2. Distinguish between upstream and downstream marketing channel designs. (25 marks)
- 3.3. What are the price adjustment strategies? Briefly explain the answer with examples. (25 marks)
- 3.4. Briefly explain the communication process. (25 marks)

PART B

04.

4.1. Briefly explain the following accounting concepts using suitable examples. (30 marks)

- i. Entity Concept
- ii. Money Measurement Concept
- iii. Accrual Concept

4.2. The following transactions have taken place during the month of October 2022.

Transaction Date	Description	Amount Rs.
1-Oct	Sales in cash	500,000
2-Oct	Bank Loan- People's Bank	2,000,000
2-Oct	Credit Sales - Rajitha Traders (15% VAT is to be charged on the sales amount)	600,000
3-Oct	Credit purchase from SK Stores (10% trade discount is included in this value)	300,000
4-Oct	Receipt from debtors	250,000
5-Oct	Purchased a computer for the business	280,000
6-Oct	Paid electricity bill	15,000
7-Oct	Other income received	350,000
8-Oct	Investing additional capital	500,000
9-Oct	Paid to a creditor	240,000
25-Oct	Purchased office equipment	750,000
26-Oct	Cash Purchases	450,000
27-Oct	Credit sales to Wickram Stores (10% trade discount is included in this sales value)	700,000
28-Oct	Purchased materials on credit -Sandun Enterprise (15% VAT is to be charged on the purchased amount)	400,000

You are required to prepare,

- 4.2.1. Cash Receipts Journal (20 marks)
- 4.2.2. Cash Payments Journal (20 marks)
- 4.2.3. Cash Control Account (10 marks)
- 4.2.4. Sales Journal (10 marks)
- 4.2.5. Purchase Journal (10 marks)

05. The trial balance extracted from SKY Traders, a sole proprietorship, is given below.

SKY Traders
Trial Balance as at 31st March 2022 (Rs. 000)

	Dr.	Cr.
Land	3,000	
Buildings	1,700	
Office Equipment	1,500	
Motor Vehicles	2,500	
Accumulated depreciation as at 01 st April 2021		
Buildings		170
Office Equipment		225
Motor Vehicles		625
Drawings	500	
Stock as at 1 st April 2021	700	
Sales		15,000
Purchases	9,000	
Debtors	3,800	
Creditors		1,910
Electricity	130	
Salaries and Wages	2,400	
Office Maintenance Expenses	300	
Advertising	600	
Cash in Hand	200	
Sales return	700	
Accrued Expense		1500
Capital Balance		7,600
	27,030	27,030

Additional Information

i. The firm's policy is to provide depreciation on the straight-line basis at cost as follows.

Building	10%
Office Equipment	15%
Motor Vehicles	25%

ii. The firm rented out its excess building for a monthly rental of Rs.40,000 and received the total rent on 31st March 2022.

iii. The firm obtained a bank loan from the Bank of Ceylon on 25th March 2022. Any entry in this regard has not been recorded in the book of account. The loan amount is 2.5 million

iv. The closing stock as at 31st March 2022 was Rs. 900,000.

5.1. You are required to,

5.1.1. Prepare Income Statement for the year ended 31st March 2022. (60 marks)

5.1.2. Prepare the Statement of Financial Position as at 31st March 2022. (40 marks)

06.

6.1. Briefly explain why differences exist between the cash account and the bank statement in certain situations. (30 marks)

6.2. The following information was collected from SKY Traders' books of account as of March 31, 2022.

- i. Balance as per cash control account Rs. 125,000.
- ii. The following cheques have not been presented for payment and deposited but have not been realized yet.

Cheque No	Issued but not presented for the payment (Rs.)	Deposited but not realized (Rs.)
12345690	15,000	
56758594	30,000	
64274387		45,000
47382392		25,000

- iii. The bank has collected Rs. 15,000 in dividends, but they have not been posted into the cash control account.
- iv. The bank recorded a Rs. 15,080 cash account deposit as Rs. 1,580.
- v. The cash control account did not reflect Rs. 2,500 bank fees and Rs.1000 cheque book fees.
- vi. The Rs. 35,000 cheque payment was reflected twice on the bank statement.

You are required to prepare,

6.2.1. Bank Reconciliation Statement. (40 marks)

6.2.2. Revised Cash Control Account. (30 marks)

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