



UNIVERSITY OF RUHUNA – FACULTY OF MEDICINE
ALLIED HEALTH SCIENCES DEGREE PROGRAMME
THIRD BPHARM PART II EXAMINATION – JUNE/JULY 2016
PH3242: MANAGEMENT AND ECONOMICS

INDEX NO:

Time Duration: TWO (02) HOURS

INSTRUCTIONS

- Answer four (04) questions including question no one (01).
- No paper should be removed from the examination hall.
- Do not use any correction fluid.
- Use illustrations where necessary.

Question 01

- a. Briefly explain the determinants of demand. (05 Marks)
- b. What are the main differences of pure competition and monopoly? (05 Marks)
- c. Why trademarks are important for pharmaceutical products? (05 Marks)
- d. What are the Primary and Secondary functions of insurance? (5 Marks)
- (Total Marks 20)

Question 02

- a. What do you mean by the term “Management”? (04 Marks)
- b. Why we need Management today? Explain with examples. (06 Marks)
- c. “Successful managers know how to manage people and resources efficiently to accomplish organizational goals effectively and to keep those goals in tune with changes in the external environment”. Explain the above statement (10 Marks)
- (Total Marks 20)

Question 03

- a. What are the different kinds of management areas and levels in an organization?
(04 Marks)
 - b. What are the major differences among strategic plans, tactical plans and operational plans?
(06 Marks)
 - c. How managers in a business organization manage when there are both type X and type Y people? Explain.
(10 Marks)
- (Total Marks 20)

Question 04

- a. What do you mean by the term “Organizing”?
(04 Marks)
 - b. What are the common bases available for departmentalizing the activities and resources of an organization? Explain.
(06 Marks)
 - c. Why we need a controlling function for an organization? Explain
(10 Marks)
- (Total Marks 20)

Question 05

Write short notes on any two of following paired concepts

- a. Communication and management by wandering around
- b. Trait theory of Leadership and Behavioral theory of Leadership
- c. Leadership and sources of power

10 Marks for Each
(Total Marks 20)