



UNIVERSITY OF RUHUNA – FACULTY OF ALLIED HEALTH SCIENCES

DEPARTMENT OF PHARMACY

THIRD BPHARM PART II EXAMINATION – DECEMBER 2018/JANUARY 2019

PH3242 MANAGEMENT AND ECONOMICS

TIME: TWO HOURS

INSTRUCTIONS

- There are four (04) questions in the Part A, B, and C of SEQ paper
- Answer each part separately in booklets provided.
- No paper should be removed from the examination hall.
- Do not use any correction fluid.
- Use illustrations where necessary.

PART A

01.

- 1.1 Describe briefly the term "Management". (20 marks)
- 1.2 "Management in organizations is a process where the functions of management are interrelated". Explain. (30 marks)
- 1.3 "The organizations are treated as open systems". Discuss this statement using suitable examples. (50 marks)

02.

- 2.1 List out the essential management skills which are needed for a manager. State how these skills vary according to the management levels. (20 marks)
- 2.2 Write down the sub managerial roles discussed under Henry Mintzberg's "Decisional role" category and explain two activities in performing those roles. (30 marks)
- 2.3 State the difference/s between the process and content theories of motivation. (20 marks)
- 2.4 Explain how an organization motivates its employees using one content theory and one process theory. (30 marks)

PART B

03.

- 3.1 Explain the differences between macroeconomics and microeconomics. (20 marks)
- 3.2 Briefly explain the substitution effect and income effect. (20 marks)
- 3.3 What are the factors that could shift the supply curve to the left? (20 marks)
- 3.4 State the main characteristics of the four basic market models. (20 marks)
- 3.5 Briefly discuss the primary and secondary functions of insurance. (20 marks)

PART C

04. Write short notes for the following concepts.

- 4.1 Six building blocks of organizing (20 marks)
- 4.2 Trait and behavioral theories of leadership (20 marks)
- 4.3 The controlling types (10 marks)
- 4.4 Intellectual property (20 marks)
- 4.5 Law of demand (20 marks)
- 4.6 Speculative risk (10 marks)

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