



**UNIVERSITY OF RUHUNA – FACULTY OF ALLIED HEALTH SCIENCES
DEPARTMENT OF PHARMACY**

THIRD BPHARM PART II EXAMINATION – DECEMBER 2021

PH 3253: MARKETING AND ACCOUNTING - SEQ

TIME: THREE HOURS

INSTRUCTIONS

- There are two parts in this question paper (**Part A** and **Part B**).
- Answer all questions.
- No paper should be removed from the examination hall.
- Do not use any correction fluid.
- Use illustrations where necessary.

PART A

01. Marketing Management identifies market opportunities and comes out with appropriate strategies for exploring those opportunities profitably.

- 1.1. What is marketing philosophy? *(25 marks)*
- 1.2. Explain the difference between the concepts of value and satisfaction. *(25 marks)*
- 1.3. What is a market? *(25 marks)*
- 1.4. Why value proposition is important for marketers? *(25 marks)*

02. Customer value models are based on assessments of the costs and benefits of a given market offering in a particular customer application.

- 2.1. Explain customer-perceived value. *(25 marks)*
- 2.2. Briefly explain the methods to measure the customer satisfaction. *(25 marks)*
- 2.3. Compare and contrast the typical traditional organization chart for an organization against the modern customer-oriented organization chart. *(25 marks)*
- 2.4. What is customer relationship management? *(25 marks)*

03. Market segmentation is a marketing term that refers to aggregating prospective buyers into groups or segments with common needs and who respond similarly to a marketing action.

- 3.1. What are the different levels of market segmentation? Briefly explain them. *(25 marks)*
- 3.2. What are the requirements for effective segmentation? *(25 marks)*
- 3.3. Explain the concepts of product-mix width, length, depth, and consistency. *(25 marks)*
- 3.4. Explain the three distribution strategies based on the number of intermediaries. *(25 marks)*

PART B

04.

- 4.1. Briefly explain the objective of accounting. *(25 marks)*
- 4.2. List out users of accounting information. *(25 marks)*
- 4.3. Briefly discuss “Business Entity Concept” using a suitable example. *(25 marks)*
- 4.4. State main subsidiary books in accounting. *(25 marks)*

05. Mr. Samarakoon has started a business on October 1st 2021, by investing Rs. 500,000. The following transactions have occurred during the month of October:

Transaction Date	Description	Amount Rs.
05-October	Credit Sales - Kamal	200,000
06-October	Cash Sales	300,000
06-October	Bank Loan – Peoples bank	1,500,000
09-October	Purchased materials in cash	250,000
10-October	Purchased a computer on credit from MLC Computers	200,000
10-October	Receipt from Kamal	100,000
12-October	Received other income	80,000
15-October	Payment to petty cashier	5,000
16-October	Paid Electricity bill	9,000
17-October	Building Rent received	125,000
19-October	Investing additional capital	200,000
20-October	Commission received	35,000
25-October	Paid to MLC Computers	170,000
25-October	Purchased office table in cash	150,000
29-October	Cash Drawings	25,000
30-October	Paid Salaries	85,000
30-October	Paid Vehicle rent	40,000

You are required to prepare,

5.1 Cash Receipts Journal	(30 marks)
5.2 Cash Payments Journal	(30 marks)
5.3 Cash Control Account	(20 marks)
5.4 Trial Balance	(20 marks)

*Note- No need to prepare the ledger accounts

06. Asiri Industries is a sole proprietorship business that manufactures plastic products. The following trial balance has been extracted from the books of Asiri Industries as of 31st March 2021.

Sahana Traders
Trial Balance as at 31st March 2021 (Rs. 000)

	Dr.	Cr.
Land and Buildings	10,000	
Office Equipment	3,000	
Motor Vehicle	15,000	
Provision for Depreciation as at 01 st April 2020		
Office Equipment		750
Motor Vehicle		3,000
Stock as at 1 st April 2020	1,500	
Sales		40,000

Purchases	11,500	
Trade Receivables	8,000	
Trade Payables		2,750
Sales return	3,000	
Salaries	2,600	
Other income received		500
Insurance	1,250	
Purchased return		600
Sales Commission paid	1,000	
Discount Received		2,000
Discount Allowed	300	
Telephone Charges	750	
Carriage cost	200	
Capital Balance		8,500
	58,100	58,100

Additional Information

- i. The closing stock of the business as at 31st March 2021 is Rs.1,800,000.
- ii. The following rates are to be used to depreciate fixed assets using the straight-line method,

Office Equipment	10%
Motor Vehicle	20%
- iii. It was reported that a customer who had Rs. 300,000 outstanding balance was bankrupt. The management has decided his balance to be written off as a bad debt.
- iv. The business has rented out its excess building for the monthly income of Rs.35,000 and received the amount for the period.
- v. Accrued expenses and pre-payments as at 31st March 2021 were as follows,

Accrued Travelling cost	Rs. 120,000
Accrued Distribution cost	Rs. 350,000
Pre-paid Water bill	Rs. 40,000

You are required to

- 6.1. Prepare trading, profit and loss account for the year ended 31st March 2021. (60 marks)
- 6.2. Prepare the Statement of Financial Position as at 31st March 2021. (40 marks)

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