



**UNIVERSITY OF RUHUNA – FACULTY OF MEDICINE**

**ALLIED HEALTH SCIENCES DEGREE PROGRAMME**

**THIRD BPHARM PART II EXAMINATION – MAY 2015**

**PH3242: MANAGEMENT AND ECONOMICS**

**INDEX NO: ..... Time Duration TWO (02) HOURS**

**INSTRUCTIONS**

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

**Question 01**

- I. “Demand is a schedule or curve representing the willingness of buyers in a specific period to purchase a particular product at each of various prices.”
- a) What are the determinants of demand? What happens to the demand curve when any of these determinants change? Explain. (05 Marks)
- b) Identify the four basic market models and summarize at least main five characteristics of these market models. (05 Marks)
- II.
- a) What are the intellectual property rights? (03 Marks)
- b) Why the intellectual property rights are important for the pharmaceutical industry? (07 Marks)
- (Total Marks 20)

**Question 02**

“How successfully an organization achieves its objectives depends to a large extent on its managers”

- I. What do you mean by the term Management? (04 Marks)
- II. What are the Katz’s three essential managerial skills and how the importance of these skills changes depending on managerial level? Explain. (06 Marks)
- III. Why we need Management today? Explain with examples. (10 Marks)

### Question 03

“Planning is the central area of organizational decision making as it is the one that precede all other managerial functions.”

- I. What do you mean by the term Planning?  
(04Marks)
  - II. What are the types of goals which are set at different levels in the organization and what are their major differences?  
(06Marks)
  - III. What are the barriers to goal setting and planning? Give proposals to overcome suchbarriers.  
(10Marks)
- (Total Marks 20)

### Question 04

“Organizing consist of broad set of activities, and often considered one of the major functions of management”

- I. What do you mean by the term organizing as a management function?  
(04Marks)
  - II. Span of control is a major determinant for the layers of an organization structure. What are the factors which influence to determine the span of control in an organization structure?  
(04Marks)
  - III. Most of the six building blocks of organizing are based on the Max Weber’s Principles of bureaucracy? Discuss the validity of this statement.  
(10 Marks)
- (Total Marks 20)

### Question 05

Write short notes about the four (04) of the following

- I. Power and Leadership.
  - II. Elements in Control Process and tools for controlling the organizational performance.
  - III. Formal communication and informal communication.
  - IV. Classical model of Decision Making and Administrative model of Decision Making.
  - V. Maslow’s Hierarchy of need theory and Herzberg’s Two Factor theory.
- (5 Marks for each)  
(Total Marks 20)