



UNIVERSITY OF RUHUNA – FACULTY OF ALLIED HEALTH SCIENCES

DEPARTMENT OF PHARMACY

THIRD BPHARM PART II EXAMINATION – JUNE 2026

PH 3242 MANAGEMENT AND ECONOMICS – SEQ

TIME: TWO HOURS

INSTRUCTIONS

- There are **four** questions in this SEQ paper.
- Answer all questions.
- No paper should be removed from the examination hall.
- Do not use any correction fluid.
- Use illustrations where necessary.

1.

- 1.1. Briefly describe the importance of management for the daily lives of people and for organizations. (20 marks)
- 1.2. Discuss the reasons why organizations engage in planning as a fundamental managerial function. Use relevant examples to support your answer. (20 marks)
- 1.3. Organizing in management is a process that involves six key elements. Describe these six elements and use relevant examples to illustrate your answer. (20 marks)
- 1.4. It is stated that leaders use their authority to sway others. State the five power bases that leaders might employ to sway their followers. (20 marks)
- 1.5. Explain two early motivational theories of your choice. (20 marks)

2.

- 2.1. Briefly describe four different types of decisions made by managers. (20 marks)
- 2.2. Briefly explain the Six C's of decision making. (20 marks)
- 2.3. "Organizational change requires different approaches depending on the level of the business". Discuss this statement using your theoretical knowledge. (20 marks)
- 2.4. Explain the internal and external factors that drive organizational change. (20 marks)
- 2.5. Describe characteristics of the effective control system. (20 marks)

3.

- 3.1. Define economics and discuss the major economic problems faced by an economy. (15 marks)

3.2. Explain the concepts of product, price, income, and employment from a microeconomic perspective using appropriate examples. (20 marks)

3.3. "In everyday life, individuals consistently engage in purposeful behavior." Do you agree with this statement? Explain. (20 marks)

3.4. Discuss how people make decisions in their lives, applying the marginal analysis concept. Explain your answer using relevant examples. (20 marks)

3.5. Discuss the role of product quality in the pharmaceutical industry. (25 marks)

4.

4.1. Distinguish generic drugs and branded drugs. (20 marks)

4.2. Briefly explain the trends in the global pharmaceutical industry. (30 marks)

4.3. Briefly describe the 1970s era in the global pharmaceutical industry. (25 marks)

4.4. Critically examine how population ageing contributes to the growth and expansion of the pharmaceutical market. (25 marks)

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