

**UNIVERSITY OF RUHUNA – FACULTY OF ALLIED HEALTH SCIENCES****DEPARTMENT OF PHARMACY****THIRD BPHARM PART II EXAMINATION – JUNE 2026****PH 3253 MARKETING AND ACCOUNTING – SEQ****TIME: THREE HOURS****INSTRUCTIONS**

- There are six questions in **Parts A, B and C** of this SEQ paper.
- Answer all the questions.
- No paper should be removed from the examination hall.
- Do not use any correction fluid.
- Use illustrations where necessary.

PART A

01.

- 1.1 Briefly describe the differences among the various types of consumer products with suitable examples from the pharmaceutical industry. (20 marks)
- 1.2 Describe four main internal factors that influence the pricing of a product. (20 marks)
- 1.3 Assume you are introducing a new vitamin brand to the market. Explain the four main brand strategy decisions that should be considered. (20 marks)
- 1.4 Describe the stages of the Product Life Cycle (PLC) for a pharmaceutical product. (20 marks)
- 1.5 Briefly describe the key characteristics of services. (20 marks)

PART B

02. A community pharmacy in Matara plans to introduce a new monthly vitamin supplement pack for university students and young working adults. The pack includes multivitamin tablets, clear usage instructions, pharmacist counselling, and optional SMS reminders.
 - 2.1 Explain the meaning of the following basic marketing concepts using examples from the vitamin supplement pack. (50 marks)
 - 2.1.1 Need
 - 2.1.2 Want
 - 2.1.3 Demand
 - 2.1.4 Customer value
 - 2.1.5 Customer satisfaction
 - 2.2 Apply the 7Ps of the marketing mix to this vitamin supplement pack, giving suitable examples for each element. (50 marks)
03. A pharmacy chain in Southern Province is planning to launch an online medicine delivery service for patients with chronic diseases such as diabetes and hypertension. Patients can upload prescriptions, receive pharmacist verification, pay online, and get medicines delivered to their homes.
 - 3.1 Explain the meaning of a marketing channel and describe why marketing channels are important for an online medicine delivery service. (50 marks)

- 3.2 Develop an integrated promotion strategy for this service using at least three promotion mix tools. Explain one ethical or regulatory concern that must be considered. (50 marks)

PART C

04.

4.1

4.1.1 Briefly explain the main objective of accounting. (10 marks)

4.1.2 Briefly describe any two types of accounting environments. (10 marks)

4.1.3 Distinguish between assets and liabilities, providing suitable examples for each. (10 marks)

4.1.4 Briefly explain two external users of accounting information and describe how they use such information in decision-making. (10 marks)

- 4.2 The following transactions occurred during the month of May 2025 in ABC Pharmacy, a community pharmacy located in Matara that sells prescription medicines, over-the-counter drugs, and healthcare products. Record the following transactions in the books of the business. (60 marks)

- ABC Pharmacy purchased medicines for resale worth Rs. 600,000 on credit from a pharmaceutical supplier.
- The owner invested additional capital of Rs. 1,500,000 into the business.
- Medicines and healthcare products worth Rs. 350,000 were sold on credit to a private hospital.
- The pharmacy obtained a bank loan of Rs. 3,000,000 from a commercial bank.
- The pharmacy received Rs. 200,000 in cash from a customer as part settlement of an outstanding receivable.
- Salaries amounting to Rs. 150,000 were paid to the pharmacy staff for the month.

You are required to:

Record the effect of each transaction in the Accounting Equation using the following format.

Transaction Number	Stock	Debtors	Cash/Bank	= Equity	Creditors	Bank Loan	Liabilities
i.				=			
ii.				=			
iii.				=			
iv.				=			
v.				=			
vi.				=			

05. The following transactions took place during the month of December 2025 at ABC Pharmacy, a retail business engaged in selling medicines and healthcare products.

- Medicines worth Rs. 300,000 were sold on credit to City Medical Centre.
- Cash sales on 5th December 2025 amounted to Rs. 400,000.
- Medicines worth Rs. 200,000 were sold on credit to Health Care Suppliers Ltd.

- iv. The electricity bill for the month of November amounting to Rs. 50,000 was paid during December.
- v. Cash purchases of medicines on 9th December 2025 amounted to Rs. 300,000.
- vi. City Medical Centre settled its outstanding balance, and the pharmacy allowed a 10% discount on the amount due.
- vii. Medicines worth Rs. 250,000 were purchased in cash from Medico Distributors Ltd.
- viii. The business obtained a bank loan of Rs. 2,000,000 from a commercial bank.
- ix. The pharmacy settled the outstanding balance of Rs. 250,000 owed to MedCare Distributors Ltd. and received a 4% discount for prompt payment.
- x. Other income amounting to Rs. 50,000 was received in cash.
- xi. Cash sales on 15th December 2025 amounted to Rs. 500,000.
- xii. A computer for business use was purchased for Rs. 250,000 and paid for in cash.

Required to prepare

- 5.1 Cash Receipts Journal. (30 marks)
- 5.2 Cash Payments Journal (30 marks)
- 5.3 Cash Control Account. (30 marks)
- 5.4 Sales Journal. (10 marks)

06. MediCare Pharmacy is a sole proprietorship business engaged in the purchase and sale of medicines, medical supplies, and healthcare products. The following Trial Balance has been extracted from the books of MediCare Pharmacy as at 31 March 2026.

	Debit Rs.	Credit Rs.
Motor Vehicles	15,000,000	
Land	30,000,000	
Pharmacy Buildings	5,000,000	
Pharmacy Office equipment	2,000,000	
Accumulated depreciation		
Motor Vehicles depreciation as at 01.04.2025		600,000
Building depreciation as at 01.04.2025		500,000
Office equipment depreciation as at 01.04.2025		300,000
Inventory as at 01.04.2025	550,000	
Debtors	500,000	
Cash at Bank	450,000	
Creditors		600,000
Bank loan		1,500,000
Purchases	3,000,000	
Sales		8,000,000
Advertising expenses	45,000	
Commissions received		650,000
Discounts received		450,000
Salaries	567,000	
Insurance	60,000	
Sales commission	500,000	
Interest expenses	30,000	
Capital		45,102,000
	57,702,000	57,702,000

Additional Information

- i. The closing inventory of medicines and healthcare products as at 31.03.2026 was valued at cost at Rs. 250,000.
- ii. Non-current assets are to be depreciated using the straight-line method at the following annual rates:
 - Pharmacy Building – 15% p.a.
 - Motor Vehicles – 10% p.a.
 - Pharmacy Equipment and Furniture – 5% p.a.
- iii. It was decided to write off an amount of Rs. 40,000 due from a customer as irrecoverable.
- iv. Prepaid sales commission as at 31.03.2026 amounted to Rs. 12,000.
- iv. Commission income received in advance as at 31.03.2026

You are required to prepare:

- 6.1 Statement of Profit or Loss for the year ending 31.03.2026. (75 marks)
- 6.2 Statement of Financial Position as at 31.03.2026. (25 marks)

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