



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Applied & Health Sciences

DEPARTMENT OF MEDICAL SCIENCES

DIPLOMA IN PHARMACEUTICAL TECHNOLOGY

APM 2211: PHARMACEUTICAL BUSINESS MANAGEMENT

SPECIAL/SUPPLEMENTARY EXAMINATIONS

SERIES: JUNE/JULY 2015

TIME: 2 HOURS

INSTRUCTIONS:

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **TWO** questions.
- Do not write on the question paper

This paper consists of Two printed pages.

QUESTION 1 (Compulsory)

- a) As a matter of fact management is a Science. Why? **(10 marks)**
- b) Describe the functions of middle level management. **(10 marks)**

QUESTION 2

- a) Briefly describe the basic functions of management. **(10 marks)**
- b) The controlling function of management involves **FOUR** basic steps. Describe these steps. **(10 marks)**

QUESTION 3

- a) Discuss the objectives of advertising as one of the principles and practices of pharmaceutical marketing. **(10 marks)**
- b) The study of economics is also of great practical importance to pharmaceutical technologists. Why **(10 marks)**

QUESTION 4

- a) A pharmaceutical business organization which effectively utilizes the services of a good salesperson is likely to succeed in improving the sales volume of its products to significant levels. In reference to this statement, discuss the qualities of a good salesman. **(10 marks)**
- b) In Management Information Systems, what are the characteristics of good information? Explain. **(10 marks)**

QUESTION 5

- a) Discuss the role of book-keeping in business. **(10 marks)**
- b) The preparation of a budget is of great importance in a pharmaceutical business organization. Critically evaluate this statement. **(10 marks)**