



TECHNICAL UNIVERSITY OF MOMBASA
Faculty of Applied & Health Sciences

DEPARTMENT OF MEDICAL SCIENCES

DIPLOMA IN PHARMACEUTICAL TECHNOLOGY

APM 2211: PHARMACEUTICAL BUSINESS MANAGEMENT

END OF SEMESTER EXAMINATIONS

SERIES: APRIL 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) Describe the salient features of management. **(10 marks)**
- b) Management is an art. Support this statement. **(10 marks)**

QUESTION 2

- a) Explain the 14 principles of management by Henry Fayol. **(14 marks)**
- b) Describe the roles of top level management. **(6 marks)**

QUESTION 3

- a) Explain **FIVE** characteristics of planning. **(10 marks)**
- b) Planning is of paramount importance in a pharmaceutical organization. Discuss. **(10 marks)**

QUESTION 4

- a) Discuss **FIVE** principles of organizing. **(10 marks)**
- b) Once a pharmaceutical managers job grows beyond his personal capacity, his success lies in multiplying himself through delegation of authority. Explain the reasons for delegation. **(10 marks)**

QUESTION 5

- a) Controlling is an important element of the management process. Discuss. **(10 marks)**
- b) Explain **FIVE** essential requirements of a good control system. **(10 marks)**