



**TECHNICAL UNIVERSITY OF MOMBASA**  
***Faculty of Business & Social Studies***

DEPARTMENT OF BUSINESS STUDIES

DIPLOMA IN PHARMACEUTICAL TECHNOLOGY

**AMP 2251: PHARMACEUTICAL BUSINESS MANAGEMENT**

SPECIAL/SUPPLEMENTARY EXAMINATIONS

**SERIES:** MARCH 2015

**TIME:** 2 HOURS

**INSTRUCTIONS:**

- This paper consists of **FIVE** questions.
- Answer question **ONE (Compulsory)** and any other **TWO** questions.

***This paper consists of Two printed pages.***

### **QUESTION 1 (Compulsory)**

- a) Define the term accounting as used in business. **(3 marks)**
- b) State and discuss any **FIVE** objectives of accounting in a firm. **(10 marks)**
- c) Outline **SIX** importance of Accounting in an organization. **(12 marks)**
- d) Briefly discuss marketing mix variables in the process of marketing. **(5 marks)**

### **QUESTION 2**

Critically analyse the theories of demand and supply using illustrative diagrams and discuss the exceptions of law of demand. **(20 marks)**

### **QUESTION 3**

- a) Define the term utility and outline any types of utility are there in product attributes. **(10 marks)**
- b) Discuss the classification of law and its sources in Kenya law. **(10 marks)**

### **QUESTION 4**

- a) State and explain any **SIX** functions of management in any organization. **(12 marks)**
- b) State and explain any **FOUR** functions of commercial banks. **(8 marks)**

### **QUESTION 5**

Discuss any **FIVE** reasons why it is important for a pharmaceutical student to study business management. **(20 marks)**