KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2020/2021

THIRD SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PHARMACY

PPM 430: PHARMACEUTICAL SUPPLIES MANAGEMENT

DATE: TUESDAY, 20TH JULY 2021 **TIME: 2.00 PM - 5.00 PM**

INSTRUCTIONS

i) Answer ALL questions
ii) Answer each section on a separate booklet

SECTION A : (40 MARKS)

1. Define inferior goods and give one example. (1 mark)

2. Explain circumstances where the following methods of economic evaluation are preferred
   i) Cost effective analysis (2 marks)
   ii) Cost-benefit analysis (2 marks)

3. Identify four approaches that the Central Bank of Kenya may use to control inflation (4 marks)

4. Justify why the markets for pharmaceutical products are not left to be controlled by the forces of demand and supply alone (4 marks)

5. Describe five principles of public expenditure (5 marks)

6. using examples, distinguish between vertical and horizontal equity in provision of health care. (6 marks)

7. Using three points, explain the difference between conventional management and project management. (6 marks

8. Discuss five factors that affect economic development (10 marks)

SECTION B (40 MARKS)

1. a) Explain five principles of management as postulated by Henry Fayol and show how each can assist pharmacy managers meet organizational goals (5 marks)

   b) Describe the management cycle and explain a superintendent pharmacist can apply it to ensure orderly execution of management functions in a retail pharmacy (5 marks)

2. a) Discuss five leadership skills that may help you steer a wholesale pharmacy to its resounding success (5 marks)

   b) As the leader of your organization, explain how you can gain referent power to help you enjoy organization-wide support. (1 mark)

3. Upon registration as a pharmacist in Kenya, you intend to open a thriving retail pharmacy in Ruiru town.

   a) Explain three tools you may use to carry out scanning of the environment in which you intend to establish the pharmacy (3 marks)

   b) Outline a strategic plan for the retail pharmacy that can assist you outdo competitors in your business. (7 marks)

4. Using a diagram, illustrate how performance appraisal is done in an organization. (4 marks)

5. Describe four cash flow management strategies you can utilize to ensure your pharmacy business always has a positive cash flow (4 marks)

6. Discuss how the five 'P's of marketing can be systematically applied to move a retail pharmacy towards competitive advantage. (5 marks)

7. Define the word entrepreneurship as it related to pharmacy practice. (1 marks)

SECTION C (40 MARKS)

1. Explain the World Health Organization criteria for inclusion of a drug into an Essential medicines list (3 marks)

2. Using a diagram, discuss the drug management cycle (5 marks)

3. Describe the steps followed in an effective drug procurement cycle (5 marks)

4. a) As the county pharmacist, explain four purchasing methods you can use to purchase drugs for the county health services department (4 marks)

   b) State the seven steps of competitive bidding (3 ½ marks)

5. Discuss the procurement system a country can use to ensure its citizens get access to quality medicines (5 ½ marks)

6. Explain three methods you can use to rapidly evaluate the quantity of drugs required in an health center. (3 marks)

7. Majority of drugs consumed in Kenya are imported. Describe the following documents used in drug importation process:

   a) Certificate of origin (1 mark)

   b) Invoice (1 mark)

   c) Letter of credit (1 mark)

   d) Bill of landing (1 mark)

8. Describe the characteristics of a well-managed drug store (3 marks)

9. Explain risk management in drug supply chain management (2 marks)

10. Explain two ways a pharmacy manager can manage their time well (2 marks)