KENYATTA UNIVERSITY

SCHOOL OF PHARMACY

DEPARTMENT OF PHARMACEUTICS AND INDUSTRIAL PHARMACY

COURSE CODE AND TITLE: PPM 430 PHARMACY MANAGEMENT

ACADEMIC YEAR 2020/2021 END OF SEMESTER III EXAMINATION

**DATE:____________________________________________________TIME: 3HOURS**

**Instructions**

i) *This examination has three sections: SECTION A, B, C*

ii) *Answer all questions.*

iii) *Use a separate booklet for each section.*

iv) *Do not write on this question paper*

## SECTION A: ANSWER ALL QUESTIONS (40MARKS)

1. Define inferior goods and give one example (1 mark)
2. Explain circumstances where the following methods of economic evaluation are preferred
   i) Cost effectiveness 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 of economic development (10 marks)

## SECTION B: ANSWER ALL QUESTIONS(40MARKS)

1. Describe any four principles of management outlined by Henry Fayol that can be applied in pharmacy management (4marks)

2. a) Explain two roles of leaders in pharmacy organizations (2marks)

b) Describe two ways leaders can shape the destiny of their organizations (2marks)

3. a) Discuss the environment of a retail pharmacy (3marks)

b) Create the strategic plan of a retail pharmacy you will start upon your registration as a pharmacist. (5marks)

4. Describe three types of cultures in pharmacy organizations (3marks)

5.Describe the following:

a) Job analysis (1mark)
b) Statement of financial performance (1mark)
c) Breakeven point (1mark)

6.Describe the Maslow's hierarchy of needs theory and explain how it can be used to meet pharmacy employees needs for motivation. (5marks)

7.Explain the stages in team development and show each stage affect team effectiveness (5marks)

8. Discuss two accounting concepts and show how each can be applied when accounting for sales in a retail pharmacy (2marks)

9. Explain the 5 Ps of marketing mix in a wholesale pharmacy (5marks)

10. Distinguish between entrepreneurship and innovation (1mark)

**SECTION C: ANSWER ALL QUESTIONS (40MARKS)**

1. Explain why an essential drug list is critical in the success of any public healthcare facility. (2marks)
2. Describe two components of a national drug policy. (2marks)
3. Using a suitable diagram, describe the drug management cycle. (5marks)
4. Explain four tools used in the selection of drugs to procure. (4marks)
5. Discuss three good drug procurement practices in a hospital pharmacy. (3marks)
6. Outline two disadvantages of using a centralized drug procurement system. (2marks)
7. Describe any two guidelines for managing drug donations. (2marks)
8. Describe three documents that are used in ports of entry for clearance of drugs. (3marks)

9. Explain three objectives of materials management in a pharmaceuticals manufacturing industry. (3marks)

10. Discuss the process of competitive bidding during medicines purchasing by a mission hospital. (5marks)

11. Describe the following tools used in drugs inventory management:

a) ABC analysis (1mark)

b) VEN analysis (1mark)

c) Economic order quantity (1mark)

12. a) Describe two pricing strategies that can be used by a wholesale pharmacy. (2marks)

b) Describe two pricing tactics that can be used by a wholesale pharmacy. (2marks)

13. Explain the steps followed when licensing a retail pharmacy in Kenya. (2marks)