

**NATIONAL UNIVERSITY OF LESOTHO
FACULTY OF HEALTH SCIENCES
DEPARTMENT OF PHARMACY**

BACHELOR OF PHARMACY (HONOURS)

PHA4206 – PHARMACY MANAGEMENT

AUGUST 2023

TIME: 3 HOURS

MARKS 100

INSTRUCTIONS

- **ANSWER ALL QUESTIONS**
 - **ANSWER EACH SECTION ON A NEW PAGE**
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INTRODUCTION TO BUSINESS MANAGEMENT (10 marks)

1. Retail pharmacy business involves the activity of transforming resources into products and service that meet the needs of a community.
 - (a) Which resources does the above statement refer to? Provide an example for each resource. **(8 marks)**
 - (b) Which community needs will you be aiming at satisfying? **(2 marks)**

GENERAL MANAGEMENT PRINCIPLES (25 marks)

2. Define general management. **(1 mark)**
3. Business management is multidisciplinary in nature thus requiring a manager to combine the management of different functions in one process (general management). Explain the different tasks of the management process. **(8 marks)**
4. There are three types of management approaches that can be used when carrying out the management process.
 - (a) Explain the different management approaches. **(6 marks)**
5. In leadership, a leader has to motivate employees to ensure that activities are carried out according to the objectives and plans. With an aid of an example, demonstrate how you would motivate your employees. (Hint: use the motivation process) **(10 marks)**

OPERATIONS MANAGEMENT (15 marks)

6. What will you take into consideration when choosing a legal form of a business? **(4 marks)**
7. Why is it important to have a business plan? **(3 marks)**
8. Bank loan is a common source of debt capital for small businesses. Explain how a bank evaluates an application for a bank loan. **(8 marks)**

MARKETING MANAGEMENT (25 marks)

9. With an aid of a diagram, explain the marketing process. NB: Your diagram should show the relationship between marketing management, target market, environment and market research. **(10 marks)**
10. Differentiate between market aggregation and market segmentation. **(5 marks)**
11. Using examples from retail pharmacy, classify consumer products. **(8 marks)**
12. Define a product. **(2 marks)**

PURCHASING AND SUPPLY MANAGEMENT (15 marks)

13. As a retail pharmacy manager, you have three suppliers you purchase your products from. The details of these suppliers are as shown in the table below.

Supplier	Quality rating	Delivery rating	Price rating	Service rating
NDSO	8	7	6	5
CDMO	7	3	6	1
KALEO	9	6	5	9

- (a) Evaluate your suppliers in the table above using weighted-point method. **(8 marks)**
- (b) Which company would you choose and why? **(2 marks)**
14. Your business is growing and you need new suppliers. Explain the selection process you would use when choosing a new supplier. **(5 marks)**

HUMAN RESOURCES MANAGEMENT (10 marks)

15. Mr. Thite's retail pharmacy is expanding and he has started departmentalizing. He needs advice on how to address his staffing needs. Use human resources (HR) planning to guide Mr. Thite on how to deal with his staffing needs. **(8 marks)**
16. Mention any two (2) forms of compensation and/or motivation. **(2 marks)**