

**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 2016

**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)**

1. Describe the salient features of management. **(10 marks)**
2. Management is an art. Support this statement. **(10 marks)**

**QUESTION 2**

1. Explain the 14 principles of management by Henry Fayol. **(14 marks)**
2. Describe the roles of top level management. **(6 marks)**

**QUESTION 3**

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

**QUESTION 4**

1. Discuss **FIVE** principles of organizing. **(10 marks)**
2. 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**

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