



2.2 What are the common pricing strategies used in the cosmetic industry? (25 Marks)

2.3 Write the four (04) different types of market segmentation. (16 Marks)

2.4 What four (04) factors affect consumer buying behavior? (12 Marks)

2.5 State the different types of consumer buying behaviors. (32 Marks)

**Question 03 (100 Marks)**

3.1 List three (03) main objectives of advertising. (20 Marks)

3.2 What are the importance of advertising for business organizations. (20 Marks)



3.3 Write **four (04)** examples of consumer-oriented sales and promotions. **(20 Marks)**

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3.4 State the advantages and disadvantages of conducting consumer-oriented and trade-oriented sales and promotions for the growth of the business. **(40 Marks)**

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**Question 04** **(100 Marks)**

4.1 What is Internet marketing? **(15 Marks)**

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4.2 State **six (06)** internet marketing methods. **(30 Marks)**

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4.3 Write a brief description of "Email Marketing". **(15 Marks)**

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4.4 Differentiate B2B vs B2C in the internet marketing context. **(40 Marks)**

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**Question 05**

**(100 Marks)**

5.1 What is the 'Corporate Identity' of a company?

**(20 Marks)**

5.2 Briefly describe the **three (03)** components of cooperate identity.

**(30 Marks)**

5.3 Briefly describe the importance of a Strong Corporate Image in the cosmetic industry.

**(30 Marks)**

5.4 State how to implement a strong corporate image with **four 04** factors.

**(20 Marks)**

**Question 06**

**(100 Marks)**

6.1 What are personal relations in the Cosmetic Industry?

**(20 Marks)**

6.2 Briefly describe **four (04)** characteristics of a salesperson in the cosmetic industry.

**(40 Marks)**

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6.3 State **four (04)** types of Sponsorships. **(20 Marks)**

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6.4 State **four (04)** benefits for the sponsors from sponsorships. **(20 Marks)**

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**Faculty of Health Sciences**  
**BSC. (HONS) COSMETIC SCIENCES**

**BCS 4233 Cosmetic Law**  
**End Semester Examination - SEQ**  
**4<sup>th</sup> Year 2<sup>nd</sup> Semester**  
**4<sup>th</sup> Batch**

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**Date: 30<sup>th</sup> August 2024**  
**Time: 9.00 a.m. to 12.00 noon**

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**INSTRUCTIONS TO CANDIDATES**

- This question paper consists of **SIX** questions.
- Answer **ALL** questions.
- You should write legibly in black or blue ink.

**1. (100 Marks)**  
1.1. Define the term "Cosmetics". (20 Marks)

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1.2. List **three (03)** primary objectives of the registration of cosmetics in Sri Lanka. (15 Marks)

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1.3. What are the conditions under which a cosmetic product becomes a drug in Sri Lanka? Provide examples to support your answer. (30 Marks)

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**6. (100 Marks)**

6.1. List **four (04)** basic systems used as partial or complete substitutes for animals in toxicological experiments. (10 Marks)

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6.2. Name **two (02)** replacement tests for eye irritation test. (20 Marks)

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6.3. List **five (05)** harmful chemicals found in cosmetics. (20 Marks)

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6.4. Write the difference between topical toxicity and systemic toxicity. (20 Marks)

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6.5. Write **three (03)** reasons for the common usage of New Zealand white rabbits for eye irritation tests. (15 Marks)

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6.6. What is the **3R** concept in laboratory animal experiments? (15 Marks)

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Faculty of Health Sciences

B.Sc. (Hons) Cosmetic Sciences  
BCS 4223 Perfume and Colors II

End-Semester Examination – 4<sup>th</sup> Year 2<sup>nd</sup> Semester – SEQ  
4<sup>th</sup> YEAR 2<sup>nd</sup> SEMESTER

Date: 26<sup>th</sup> of August 2024

Time: 09.00 am – 12.00 pm - Three Hours

**INSTRUCTIONS TO CANDIDATES Page**

- This question paper consists of **SIX** questions.
- Answer **ALL** questions.
- You should write legibly in black or blue ink.

**Question 01**

**(100 marks)**

1.1 Write three (03) main ingredients in perfumes

**(15 marks)**

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1.2 Write three (03) fragrances commonly found in perfumes.

**(15 marks)**

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1.3 The category a fragrance belongs to is defined by how much of the scent (or aromatic compound) is used in the product and the notes of perfume in cosmetics depend on how long the scent persists on the body.

1.3.1 Write three (03) notes on perfume products and briefly explain the difference between each other.

**(30 marks)**

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1.3.2 Differentiate between “Eau de Parfums” and “Eau de Cologne” based on the perfume note.

**(20 marks)**

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1.4 Write four (04) advantages of using alcohol as perfume base. (20 marks)

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**Question 02 (100 marks)**

2.1 Write three (03) different types of perfume products available in the market. (15 marks)

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2.2 Write three (03) properties of perfume products (15 marks)

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2.3 Perfume fixatives are substances used in perfumery to enhance the longevity and overall scent profile of fragrances.

2.3.1 Write the two (02) types of fixatives. (10 marks)

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2.3.2 Write two (02) key fixative compounds found in civet. (10 marks)

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2.3.3 Briefly explain the extraction procedure of musk. (20 marks)

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2.4 State the selectivity of fixatives based on the stability and compatibility. (30 marks)

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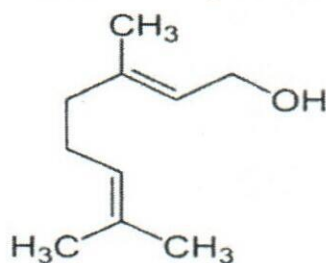
## Question 03

(100 marks)

3.1 Terpenoids are natural fragrance products derived from isoprene units and the terpenes can be classified based on the number of carbons.

3.1.1 Find the number of isoprene units in the given molecule. (Figure 1)

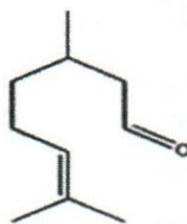
(10 marks)



(Figure 1)

3.2 Citronellal can be converted to hydroxycitronellal acetal derivatives to prolong its fragrance time. Propose the chemical structure when hydroxycitronellal reacts with ethanol. The structure of citronellal is given below. (Figure 2)

(30 marks)



(Figure 2)

3.3 How do you evaluate an odorant's performance based on its odor value?

(20 marks)

3.4 State the importance of the solubility parameter of fragrances.

(20 marks)

3.5 How would you interpret the hydrophobicity of fragrances?

(20 marks)



**Question 04**

**(100 marks)**

4.1 The smell of a fragrance out of a bottle is different from the smell after it is applied to a substrate or put in a base. What is being smelt corresponds to the headspace composition.

4.1.1 Briefly describe what is meant by the headspace composition of a perfume. (10 marks)

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4.1.2 Calculate the adjusted fragrance formula of the limonene by using the following details. (30 marks)

- Headspace of fragrance – 31.9
- Headspace over fragrance base - 15.9
- Original fragrance formula – 2.0

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4.2 How does melting point of a solid perfume affects its fragrance release? (30 marks)

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4.3 Write three (03) benefits of using solid perfumes over liquid perfumes. (30 marks)

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**Question 05**

**(100 marks)**

5.1 Write three (03) types of materials are used for perfume packaging (20 marks)

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5.2 What is meant by the water vapor permeability (WVP) of a package. (20 marks)

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5.3 Write three (03) labelling requirements of a perfumes packaging (15 marks)

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5.4 What is the importance of boxed packaging over unboxed packaging? (15 marks)

