



Faculty of Health Sciences
Bachelor of Science Honours in Medical & Health Product Management
MHPM 3123 - Pharmaceutics II
3rd year 1st semester
End Semester Assignment

Date: 30th July 2026

Time: 01:30 p.m. – 02.30 p.m. (One hour)

INSTRUCTIONS TO CANDIDATES

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

Question 01

(100 marks)

Discuss the formulation strategies and concerns regarding,

- 1.1 Emulsion Preparation methods (40 marks)
- 1.2 The classifications of instability in pharmaceutical emulsions. (60 marks)

Question 02

(100 marks)

Discuss the reasons for the following scenarios or conditions.

- 2.1 During weight variation test, higher the average tablet weight lower is the accepted percentage weight deviation. (25 marks)
- 2.2 Hardness test does not have general acceptance criteria like friability test or disintegration test. (25 marks)
- 2.3 Use of tonicity modifiers in parenteral and ophthalmic dosage forms. (25 marks)
- 2.4 In certain instances, even though tablets pass the test for friability, they may be unsuitable for further processing. (25 marks)



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Faculty of Health Sciences

B.Sc. (Hons) in Medical and Health Product Management
3rd Batch (Parallel to FHS 8th Batch)
Integrated Marketing & Communication - MHPM3153
End-Semester Examination – 3rd Year 1st Semester – SEQ

Date: 16th July 2026

Time: 09.00 am – 12.00 – Three Hours

INSTRUCTIONS TO CANDIDATES

- This question paper consists of **SIX (06)** questions.
- Answer **ALL** questions.
- You should write legibly in black or blue ink.

Question 01

(100 Marks)

- 1.1 List the **four (04)** elements of the Marketing Mix. **(20 Marks)**
- 1.2 List the **four (04)** “Cs” of Integrated Marketing Communication (IMC). **(10 Marks)**
- 1.3 Identify **three (03)** types of branding and illustrate each type with a suitable example. **(30 Marks)**
- 1.4 Analyse the rationale for adopting Integrated Marketing Communication (IMC) in modern organizations. **(40 Marks)**

Question 02

(100 Marks)

- 2.1 List the **four (04)** main types of sponsorships. **(20 Marks)**
- 2.2 Define ‘sponsorship’ and explain the importance of sponsorship in marketing communication. **(20 Marks)**
- 2.3 Differentiate between the benefits of sponsorship for sponsors and sponsored entities. **(25 Marks)**
- 2.4 Analyse how organizations can maintain strong and long-term sponsor relationships. **(35 Marks)**

Question 03

(100 Marks)

- 3.1 List the **five (05)** areas examined in communication market analysis. **(10 Marks)**
- 3.2 Mention **four (04)** factors affecting the communication budget in marketing. **(25 Marks)**
- 3.3 Analyse how generational segmentation can be used in marketing communication, with relevant examples. **(30 Marks)**
- 3.4 *A newly established healthcare company named “HealthPlus Medical Services” has recently entered the Sri Lankan market. The company offers affordable outpatient care, laboratory services, and home-based nursing care. HealthPlus uses modern technology such as online appointment booking and telemedicine consultations. However, it faces challenges such as low brand awareness, strong competition from established private hospitals, and a limited marketing budget. Despite these challenges, there is a growing demand for affordable healthcare services among middle-income families.* **(35 Marks)**

Conduct a SWOT analysis for “HealthPlus Medical Services” based on the above scenario.

Question 04**(100 Marks)**

- 4.1** List **four (04)** important reasons for studying consumer buying behaviour in marketing. **(20 Marks)**
- 4.2** Mention the **four (04)** main types of market segmentation. **(20 Marks)**
- 4.3** Explain any **two (02)** types of market segmentation mentioned in 4.2 with suitable examples. **(20 Marks)**
- 4.4** Analyse the **four (04)** types of consumer buying behaviour with relevant examples. **(40 Marks)**

Question 05**(100 Marks)**

- 5.1** Define 'corporate image' and 'brand image'. **(20 Marks)**
- 5.2** Briefly describe how to implement a strong corporate image in an organization. **(20 Marks)**
- 5.3** Explain the components of corporate identity and discuss how each component contributes to building a strong corporate image. **(30 Marks)**
- 5.4** Analyse the strategies that organizations can use to maintain and protect their brand reputation. **(30 Marks)**

Question 06**(100 Marks)**

- 6.1** List **four (04)** importances of having an online presence in marketing. **(20 Marks)**
- 6.2** Briefly describe **six (06)** internet marketing strategies used by organizations. **(30 Marks)**
- 6.3** Mention **five (05)** key characteristics of an effective salesperson. **(20 Marks)**
- 6.4** Explain the importance of influencer marketing and SEO in digital marketing with suitable examples. **(30 Marks)**

Faculty of Health Sciences
Bachelor of Science Honours in Medical & Health Product Management
MHPM 3133 – Medicinal Chemistry I
Batch 02
3rd year 1st semester
End Semester – Assignment

Date: 13th February 2026

Time: 1.00 pm – 2.00 pm (One hour)

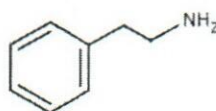
INSTRUCTIONS TO CANDIDATES

- This question paper consists of **two (02)** questions.
- Answer **ALL** questions.
- You should write legibly in black or blue ink.

Question 01

(100 Marks)
(30 Marks)

1.1 Draw the following chemical structures by using the given pharmacophore.

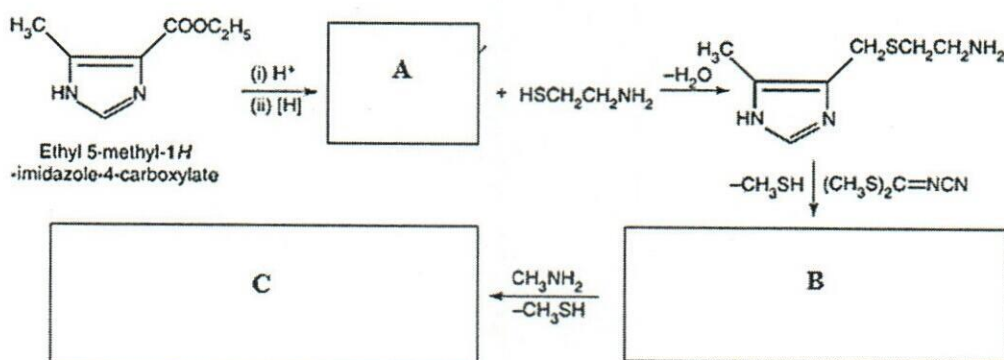


1.1.1 Norepinephrine

1.1.2 Epinephrine

1.2 Draw the structures of intermediates A, B, and C involved in the synthesis of cimetidine.

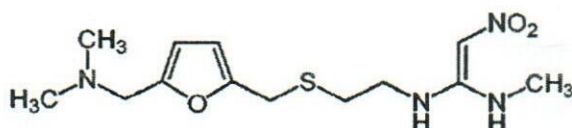
(30 Marks)



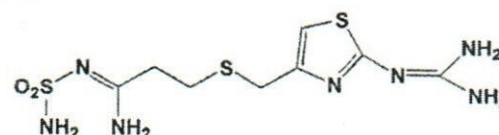
1.3 Identify the chemical structures given below.

(40 Marks)

1.3.1



1.3.2



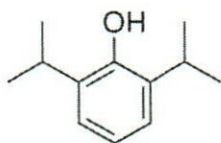
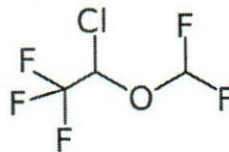
Question 02**(100 Marks)**

2.1 Briefly describe the classification of general anesthetics.

(20 Marks)

2.2 Identify the chemical structures shown below that act as general anesthetics.

(30 Marks)

**Structure A****Structure B**

2.3 Briefly describe the mechanism of action of general anesthetics.

(20 Marks)

2.4 Considering the pharmacokinetic and pharmacodynamic properties of general anesthetics, such as onset and duration of action, lipid solubility, receptor targets, side effects, and route of administration, discuss which anesthetic you would choose for rapid induction in a patient undergoing a short surgical procedure.

(30 Marks)