



PAST PAPERS

<i>Faculty</i>	<i>Department / Section/Division</i>
<i>Not Applicable</i>	<i>Learning Resource Centre</i>

Past Papers

Faculty of health science

Bachelor of Science honours in cosmetic science

Year 4 – Semester II

<i>Document Control & Approving Authority</i>	<i>Senior Director – Quality Management & Administration</i>
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<i>1st Issue Date: 2017.011.30</i>	<i>Revision No.00</i>	<i>Revision Date: 12.01.2023</i>	<i>Validated by: Librarian</i>
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**Faculty of Health Sciences
BSC. (HONS) COSMETIC SCIENCES
BCS 4213 - Cosmeceutical Management and Marketing
End Semester SEQ Examination
4th year 2nd Semester
3rd Batch**

Date : 05th January 2024
Time : 09.00 a.m. – 12.00 p.m. (Three hours)

INSTRUCTIONS TO CANDIDATES

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

Question 01

- 1.1 Define the term “management”. (10 Marks)
- 1.2 Identify the level of skills that need to be acquired by different levels of managers within an organization. (20 Marks)
- 1.3 Differentiate efficiency and effectiveness. (30 Marks)
- 1.4 “Management is a never-ending process”. Briefly describe the given statement with a practical example. (40 Marks)

Question 02

- 2.1 Briefly describe why managers need to focus on social responsibility. (10 Marks)
- 2.2 Identify different types of plans. (20 Marks)
- 2.3 Describe what is span of control is and how the shape of the organization structure will be changed based on the span of control. (30 Marks)
- 2.4 Write a brief description of the decision-making process with a practical application. (40 Marks)

Question 03

- 3.1 Define the term “Motivation”. (10 Marks)
- 3.2 Differentiate extrinsic motivation and intrinsic motivation. (20 Marks)

- 3.3 Briefly describe the validity of Maslow's hierarchy of needs in motivating employees in today's business context. (30 Marks)
- 3.4 Write short notes on the following motivation theories. (40 Marks)
- 3.4.1. ERG Theory (10 Marks)
 - 3.4.2. Need Theory (10 Marks)
 - 3.4.3. Herzberg's two factors theory (10 Marks)
 - 3.4.4. Theory X and Y (10 Marks)

Question 04

- 4.1 Differentiate a leader and a manager. (10 Marks)
- 4.2 The behavioral theory of leadership argues that the effectiveness of the leader will be highly reliant on his or her behavior. Briefly describe two orientations of behaviors that are performed by a leader according to the behavioral theory of leadership. (20 Marks)
- 4.3 Briefly describe the Feidler's contingency model of leadership. (30 Marks)
- 4.4 Describe the leadership style that should be presented by the managers within the organization when implementing the new strategy. (40 Marks)

Question 05

- 5.1 Define the term work specialization. (10 Marks)
- 5.2 Briefly describe the process of controlling. (20 Marks)
- 5.3 Differentiate centralization and decentralization. (30 Marks)
- 5.4 Write short notes on four (04) different organizational structures. (40 Marks)

Question 06

- 6.1 Define the term human resource management. (10 Marks)
- 6.2 Differentiate job description and job specification. (20 Marks)
- 6.3 Briefly describe four (04) selection tools (30 Marks)
- 6.4 Write short notes on the following. (40 Marks)
- 6.4.1. Managing work life balance (10 Marks)
 - 6.4.2. Training and development (10 Marks)
 - 6.4.3. Recruitment and selection (10 Marks)
 - 6.4.4. Performance management (10 Marks)



Faculty of Health Sciences
BSC. (HONS) COSMETIC SCIENCES

BCS 4223 Perfume and Colors II
End Semester Examination SEQ
4th Year 2nd Semester
3rd Batch

Date: 2nd January 2024

Time: 09.00 am – 12.00 pm - Three Hours

INSTRUCTIONS TO CANDIDATES

- 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 Draw the pyramid of perfume notes. (15 marks)
- 1.2 Briefly describe the composition of perfumes. (15 marks)
- 1.3 Classify the perfumes according to their concentration. (20 marks)
- 1.4 Describe the manufacturing process of Perfumes. (50 marks)

Question 02

(100 marks)

- 2.1 Write **02** fragrance options used in cosmetic products along with **01** example. (10 marks)
- 2.2 State the sensory qualities of cosmetic products. (20 marks)
- 2.3 Write **05** reasons for using perfumes in cosmetic products. (20 marks)
- 2.4 Describe **03** fragrance selection criteria. (30 marks)
- 2.5 Briefly describe **02** specially perfumed products. (20 marks)

Question 03

(100 marks)

- 3.1 Why is perfume packaging important? (20 marks)
- 3.2 State **three (03)** advantages of quality packaging. (15 marks)
- 3.3 Briefly describe **five (05)** labeling requirements on the package. (25 marks)
- 3.4 Write **three (03)** Disadvantages of emulsified fragrances. (15 marks)
- 3.5 State **five (05)** factors to be considered before selecting an emulsifier for fragrances. (25 marks)

Question 04**(100 marks)**

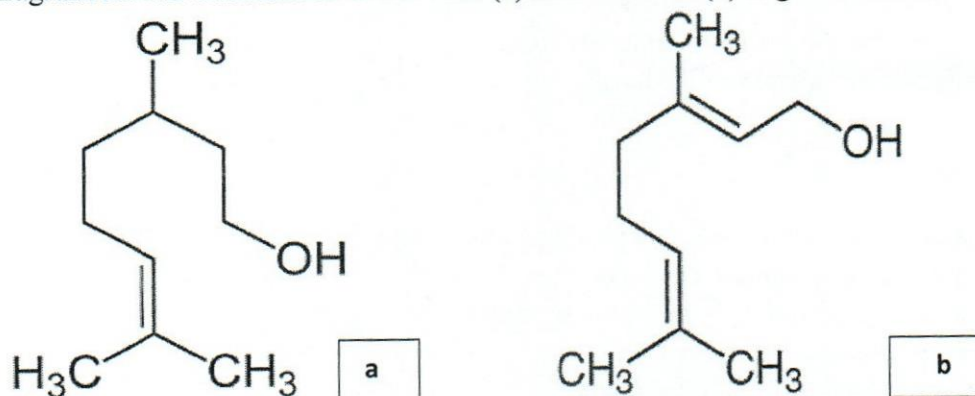
- 4.1 How do fixatives contribute to the composition of perfumes? (10 marks)
- 4.2 Provide **four (04)** examples of natural fixatives used in perfumery. (10 marks)
- 4.3 Provide **four (04)** advantages of using alcohol as a base for perfumes. (20 marks)
- 4.4 How does the presence of alcohol impact the activity of fixatives in perfumes? (30 marks)
- 4.5 How does an individual's skin chemistry interact with fixatives, affecting the overall scent of a perfume? (30 marks)

Question 05**(100 marks)**

- 5.1 Briefly explain the difference between the permanent hair colors and temporary hair colors? (20 marks)
- 5.2 When manufacturing hair colors give two precautionary actions taken to prevent self-oxidation and how does it help to prevent self-oxidation. (20 marks)
- 5.3 Briefly explain the difference between gel nail polish and regular nail polish. (20 marks)
- 5.4 Name the main regulatory body/ standard for fragrances and state the purpose of regulating perfumes on products (20 marks)
- 5.5 Name **two** examples of ingredients commonly used in lipsticks as inorganic colours. (20 marks)

Question 06**(100 marks)**

- 6.1 You have provided Geraniol, Citronellol and Butyric acid. By using these raw materials propose two synthetic fragrances. The structure of Citronellol (a) and Geraniol (b) is given below. (20 marks)



- 6.2 Write the difference between Eau de Cologne and Eau de Parfum cosmetic products. (10 marks)
- 6.3 Propose an Eau de Cologne formulation and mention the use of each ingredients. (30 marks)
- 6.4 Briefly describe the difference between acid dyes and basic dyes. (20 marks)
- 6.5 Briefly explain the reason for adding salt during the dyeing process. (10 marks)
- 6.6 Briefly explain dye mordanting and state **two** commonly used mordants. (10 marks)



Faculty of Health Sciences
B.SC. (HONS) COSMETIC SCIENCE
COSMETIC LAW BCS 4233
End Semester Examination SEQ
4th Year 2nd Semester

Date: 08th of January 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 Define term “Act” along with an example. (15 marks)
- 1.2 State **three** objectives of regulating cosmetic laws. (15 marks)
- 1.3 Define the following terms according to the Cosmetic, Devices and Drugs Act No. 27 of 1980. (30 marks)
- 1.3.1 Cosmetics
- 1.3.2 Product variant
- 1.3.3 Natural product cosmetics
- 1.4. Describe the evaluation procedure of a cosmetic product. (40 marks)

Question 02

(100 marks)

- 2.1 State three reasons of a well-designed system for the storage and distribution of medical supplies is important. (15 marks)
- 2.2 Write five features of a good distribution system in cosmetic industry. (25 marks)
- 2.3 Briefly describe the following basic requirements of cosmetic manufacturing plant. (30 marks)
- 2.3.1 Construction facilities
- 2.3.2 Water supply
- 2.3.3 Air filter supply
- 2.4 Describe the three types of audits that are mentioned in Good Manufacturing Practices Guidelines. (30 marks)

Question 03

(100 marks)

- 3.1 Write **three** features of an advertisement related to cosmetic laws and regulations. (15 marks)
- 3.2 Write **four** rules and regulations on cosmetic advertising. (20 marks)
- 3.3 State three types of poisons. (15 marks)

- 3.4 Write **six** people entitled to dispense/ supply poisons. (15 marks)
 3.5 Describe the physical and mental effects of opium. (35 marks)

Question 04**(100 marks)**

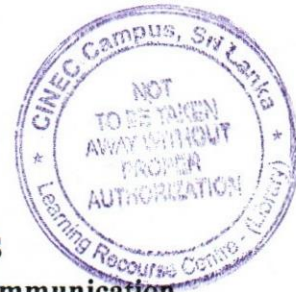
- 4.1 Define Nutraceuticals. (15 marks)
 4.2 State **five** reasons for malnutrition. (25 marks)
 4.3 Write **five** reasons to regulate supplements. (20 marks)
 4.4 Describe **two** problems related with trace minerals. (40 marks)

Question 05**(100 marks)**

- 5.1 What is the current law in Sri Lanka to regulate the Medical Devices? (20 marks)
 5.2 State **three** objectives of a regulatory authority when regulating the medical devices. (15 marks)
 5.3 Define the Medical Device according to the NMRA Act No. 05 of 2015. (15 marks)
 5.4 State **three** responsibilities of the market authorization holder. (15 marks)
 5.6 Describe the registration procedure of a medical device. (35 marks)

Question 06**(100 marks)**

- 6.1. What is an intellectual property? (10 marks)
 6.2. What are the main types of intellectual property? (15 marks)
 6.3. State the **five** importance of patents. (25 marks)
 6.4. What are the international organizations established for Intellectual Property rights World Intellectual Property Organization (WIPO)? (20 marks)
 6.5 Briefly describe the following terms. (30 marks)
 6.5.1 Invention
 6.5.2 Patent



Faculty of Health Sciences
BSC. (HONS) COSMETIC SCIENCES
BCS 4243 - Business Promotion and Professional Communication
End Semester SEQ Examination
4th Year 2nd Semester
3rd Batch

Date : 10th of January 2024
Time : 09.00 a.m. – 12.00 p.m. (Three hours)

INSTRUCTIONS TO CANDIDATES

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

Question 01

- 1.1. Define the term “Marketing communication”. (10 Marks)
- 1.2. List five (05) different marketing communication strategies. (20 Marks)
- 1.3. Write short notes on three (03) different marketing communication budgeting methods. (30 Marks)
- 1.4. Select a cosmeceutical product exist in the market and briefly describe how the firm has been implemented the integrated marketing communication strategy while combining different marketing communication strategies. (40 Marks)

Question 02

- 2.1. List five (05) characteristics of a successful brand element. (10 Marks)
- 2.2. Define the term “brand”. (20 Marks)
- 2.3. Briefly describe three (03) branding decisions. (30 Marks)
- 2.4. Briefly describe following concepts: (40 Marks)
 - 2.4.1. Corporate image vs Brand Image (20 Marks)
 - 2.4.2. Internal branding vs External branding (20 Marks)

Question 03

- 3.1. List three types of factors that effects on consumer buying behavior. (10 Marks)

- 3.2. Define the term “target group of customers” and identify three (03) bases for market segmentation. (20 Marks)
- 3.3. Differentiate Business to Business (B2B) marketing and Business to Customer (B2C) marketing. (30 Marks)
- 3.4. Briefly explain the process of consumer purchasing decision with reference to your personal experience of purchasing a cosmeceutical product. (40 Marks)

Question 04

- 4.1. Define the term “internet marketing”. (10 Marks)
- 4.2. List five (05) internet marketing strategies. (20 Marks)
- 4.3. Briefly describe the importance of having a strong corporate image. (30 Marks)
- 4.4. Briefly explain four (04) current trends in internet marketing. (40 Marks)

Question 05

- 5.1. List three (03) advertising objectives. (10 Marks)
- 5.2. “XYZ Cosmetics” has started their radio advertising for an anti-aging cream. Evaluate the effectiveness of this strategy based on: (20 Marks)
 - 5.2.1. Reachability (05 Marks)
 - 5.2.2. Frequency (05 Marks)
 - 5.2.3. Impact (05 Marks)
 - 5.2.4. Customer engagement (05 Marks)
- 5.3. Suggest best alternative advertising media channel for a cosmeceutical product after analyzing pros and cons of three (03) different media channels. (30 Marks)
- 5.4. Design a newspaper advertisement for your newly developed cosmetic product for your final research. (40 Marks)

Question 06

- 6.1. List four (04) sales promotion tools. (10 Marks)
- 6.2. Select a cosmeceutical product and identify the best suited sales promotion tool for the product. Justify your answer. (20 Marks)
- 6.3. Briefly describe the role of a salesperson. (30 Marks)
- 6.4. Describe three (03) different sales force structures. (40 Marks)