



UNIVERSITI KUALA LUMPUR
ROYAL COLLEGE OF MEDICINE PERAK

FINAL EXAMINATION
JULY 2025 SEMESTER

COURSE CODE : RPD21502
COURSE NAME : SOCIAL PHARMACY AND COMMUNICATION
PROGRAMME NAME : DIPLOMA IN PHARMACY
DATE : 17 SEPTEMBER 2025
TIME : 09.00 AM – 11.00 AM
DURATION : 2 HOURS

INSTRUCTIONS TO CANDIDATES

1. Please **CAREFULLY** read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of **TWO (2)** sections; Section A and Section B.
4. Answer **ALL** questions in Section A. For Section B, answer **THREE (3)** questions where Question 1 and Question 2 are **COMPULSORY**, answer either Question 3 or Question 4.
5. Please write your answers on the OMR answer script and answer booklet provided.
6. Answer all questions in English language **ONLY**.

THERE ARE 11 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 25 marks)**INSTRUCTION: Answer ALL questions.****Please use the objective answer sheet provided.**

1. Choose the **CORRECT** definition of psychology.
 - A. Study of chemicals in the brain
 - B. Study of physical body movements
 - C. Scientific study of mental processes and behavior
 - D. Study of medical science

2. Identify the observation shown in the Little Albert experiment.
 - A. Unconditioned happiness
 - B. Hunger
 - C. Conditioned fear
 - D. Memory loss

3. What psychological approach is based on how people process and store information?
 - A. Psychoanalytic
 - B. Humanistic
 - C. Behavioral
 - D. Cognitive

4. Which branch of psychology focuses on the biological basis of behavior?
 - A. Social psychology
 - B. Counseling psychology
 - C. Physiological psychology
 - D. Clinical psychology

5. The ego in Freud's theory is responsible for _____.
 - A. seeking pleasure
 - B. storing information
 - C. logical decision-making
 - D. feeling empathy

6. A patient refuses to take insulin due to fear of needles.
Which psychological principle is most useful for the pharmacist?
- A. Motivation and behavior change
 - B. Drug interaction management
 - C. Legal documentation
 - D. Product details knowledge
7. Which of the following is a positive effect of human relationships?
- A. Hatred among community members
 - B. Racism between groups
 - C. Support and empathy toward others
 - D. War between countries
8. Which of the following is an example of intrapersonal conflict?
- A. Argument between friends
 - B. Disagreement within a football team
 - C. A person struggling to decide
 - D. Dispute between two rival companies
9. Which of the following can help in stress management?
- A. Overeating
 - B. Isolation
 - C. Exercise
 - D. Ignoring problems
10. Strengthening relationships helps reduce stress because _____.
- A. it gives more work
 - B. it builds emotional support
 - C. it increases anxiety
 - D. it creates conflict

11. What is the highest level in Maslow's hierarchy of needs?
- A. Esteem
 - B. Self-actualization
 - C. Self-transcendence
 - D. Belonging
12. Which of the following supports internal motivation?
- A. Being threatened with punishment
 - B. Doing an activity, you enjoy
 - C. Bribing someone
 - D. Peer pressure
13. Which is the disadvantage of self-directed learning?
- A. Encourages independence
 - B. Lacks external structure
 - C. Promote self-discipline
 - D. Builds lifelong learning skills
14. Which of the following is a time management principle?
- A. Delay tasks for later
 - B. Multitask often
 - C. Prioritize and plan
 - D. Study when tired
15. Choose the **CORRECT** definition of sociology.
- A. The study of the human mind and behavior
 - B. The study of human societies, social relationships, and institutions
 - C. The study of human cultures, traditions, and evolution
 - D. The study of ideas, reasoning, and the nature of reality
16. In pharmacy, understanding patient cultural beliefs helps to_____.
- A. reduce drug cost
 - B. improve patient-centred care
 - C. increase hospital admissions
 - D. avoid medical research

17. Choose the definition of health given by World Health Organization (WHO).
- A. Absence of disease only
 - B. State of complete physical, mental, and social well-being
 - C. Ability to perform daily tasks without pain
 - D. Living without chronic illness
18. Identify one role of pharmacy professionals in healthcare.
- A. Diagnose and treat all medical conditions independently
 - B. Promote rational and economic prescribing
 - C. Approving the purchase of hospital equipment
 - D. Manage hospital security and legal investigations
19. Which of the following best defines deviant behavior?
- A. Any behavior that is slightly different from normal
 - B. Behavior that significantly deviates from socially acceptable norms over a long period of time
 - C. Behavior that is approved by society
 - D. Temporary emotional reaction to stress
20. Which of the following is a possible cause of deviant behavior in teenagers?
- A. Active involvement in community service
 - B. Passive or unstimulating environment
 - C. Supportive and understanding peer group
 - D. Strong guidance from parents and teachers
21. Which of the following actions are considered effective techniques when responding to an angry or frustrated patient at the counter?
- I. Mirror their words to show you've listened
 - II. Interrupt early to correct misinformation
 - III. Offer options to involve the patient in the solution
 - IV. Maintain a calm appearance and tone
- A. I and III only
 - B. II and IV only
 - C. I, III and IV only
 - D. I, II, III and IV

22. Which of the following situations is most likely to contribute to stress for pharmacy staff during counter service?
- A. Attending to a patient who asks detailed questions about side effects
 - B. Handling overlapping prescriptions while the queue grows in a noisy setting
 - C. Dispensing routine medications to an elderly patient with a caregiver
 - D. Counselling a patient who prefers written instructions over verbal ones
23. Which of the following situations best demonstrates an effective communication cycle in a pharmacy setting?
- A. A patient nods silently while the pharmacist assistant explains the dosage.
 - B. A pharmacist assistant gives instructions and assumes the patient understood.
 - C. A patient receives written instructions but does not interact with the pharmacist assistant.
 - D. A pharmacist assistant explains clearly, the patient asks questions and responds accordingly.
24. During patient counselling, which type of question is most suitable for encouraging the patient to provide more detailed health information?
- A. "How have you been taking your medication lately?"
 - B. "Did you follow the doctor's instruction?"
 - C. "Are you taking your medicine daily?"
 - D. "Do you have any other symptoms?"
25. Which strategy best helps to reduce time-related communication barriers during busy hours at the pharmacy?
- A. Referring patients to doctors for all complex queries.
 - B. Avoiding conversations during peak dispensing hours.
 - C. Giving every patient printed materials to read at home.
 - D. Offering brief but important counselling using simple, direct language.

SECTION B (Total: 75 marks)

INSTRUCTION: This section consists of **FOUR (4)** modified essay questions (MEQ).

You are required to answer **THREE (3)** questions in the answer booklet provided.

Question 1 and Question 2 are COMPULSORY.

Answer either Question 3 OR Question 4.

Question 1

- (a) List the **THREE (3)** components of Freud's personality theory and briefly state their principles. (6 marks)
- (b) Amir becomes nervous and sweaty before giving a public speech. Identify the psychological approach that would best examine the link between Amir's physical reactions and his emotional state. Justify your answer. (2 marks)
- (c) Describe the significance of psychology in a pharmacy setting. (2 marks)
- (d) i. Define peer conflict. (2 marks)
ii. List **TWO (2)** causes of peer conflict. (2 marks)
- (e) State **TWO (2)** positive effects of good human relationships. (2 marks)

- (f) Ali is a final-year diploma student preparing for his exams. He has been experiencing trouble sleeping, frequent headaches, and irritability. He has stopped exercising and often skips meals. He doesn't talk to friends anymore and avoids family gatherings.
- i. Identify **TWO (2)** symptoms Ali is experiencing due to stress. (2 marks)
 - ii. Suggest **TWO (2)** non-pharmacological ways Ali can manage his stress. (2 marks)
 - iii. Explain why it is important for Ali to maintain relationships with his friends and family during this time. (2 marks)
- (g) Fatimah has started a new fitness program. Initially excited, she now finds it hard to stay committed. She skips workouts and feels demotivated unless someone praises her effort.
- i. Identify the type of motivation that Fatimah is mostly relying on. (1 mark)
 - ii. Suggest **ONE (1)** way to help her develop intrinsic motivation. (1 mark)
 - iii. Name **ONE (1)** factor that could improve her motivation. (1 mark)

Question 2

- (a) i. Give **ONE (1)** example of a safety need relevant in a healthcare or pharmacy setting. (1 mark)
- ii. Explain self-actualization in Maslow's theory. (2 marks)
- (b) i. Explain the importance of understanding cultural beliefs for pharmacists when dispensing medicines. (2 marks)
- ii. State **TWO (2)** reasons why studying sociology is important for pharmacists. (2 marks)
- (c) i. State possible role of community programs in preventing deviant behavior. (2 marks)
- ii. State **TWO (2)** possible causes of deviant behavior among adults. (2 marks)
- iii. State **TWO (2)** ways to overcome deviant behavior. (2 marks)
- (d) State **TWO (2)** reasons why assumptions can lead to miscommunication at the pharmacy counter. (2 marks)
- (e) Describe **TWO (2)** ways in which poor communication techniques by pharmacy personnel can negatively impact patient counselling at the counter. (4 marks)
- (f) i. Justify **ONE (1)** reason why non-verbal communication is important for patient counselling at the pharmacy counter. (2 marks)
- ii. Explain **TWO (2)** communication techniques that a pharmacist assistant can use when dealing with a confused patient. (4 marks)

Answer either Question 3 OR Question 4**Question 3**

- (a) i. List **TWO (2)** possible consequences of poor time management for a pharmacy student.
(2 marks)
- ii. Describe time management and explain how it could help Ani, who often feels overwhelmed with assignments and missed deadlines.
(2 marks)
- iii. Farah often runs out of money before the end of the month. She does not keep track of her spending and doesn't know her fixed or variable expenses. Identify the financial problem Farah is facing. Suggest **ONE (1)** step she can take to improve her finances.
(2 marks)
- (b) State **TWO (2)** characteristics of pharmacy personnel that support good counter service.
(2 marks)
- (c) i. Explain **TWO (2)** types of patient behavior that may pose challenges at the pharmacy counter.
(4 marks)
- ii. Justify **ONE (1)** reason why good behavioral control is important in a high-stress situation.
(2 marks)
- (d) List **THREE (3)** internal factors that may cause communication difficulties for a pharmacist assistant.
(3 marks)
- (e) Describe **TWO (2)** ways pharmacy personnel can overcome low confidence that may affect communication at the counter.
(4 marks)

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- (f) Explain **TWO (2)** ways a pharmacist assistant can prepare themselves to handle communication during high-stress periods like festive seasons.

(4 marks)

Question 4

- (a) Aris takes initiative in his learning, sets his own goals, tracks his progress, and rewards himself for completing study tasks.
- i. Identify Aris's type of learner. (1 mark)
 - ii. Explain the importance of goal setting in his study. (2 marks)
 - iii. Describe how rewarding oneself helps in learning. (2 marks)
 - iv. State **ONE (1)** disadvantage of Aris's learning style. (1 mark)
- (b) State **TWO (2)** common causes of stress at the pharmacy counter related to patients. (2 marks)
- (c) i. Explain **TWO (2)** effects of long waiting times on patient behavior at the pharmacy counter. (4 marks)
- ii. Justify **ONE (1)** reason why managing waiting time is important in counter service. (2 marks)
- (d) List **THREE (3)** patient-related factors that can contribute to miscommunication at the pharmacy counter. (3 marks)
- (e) Describe **TWO (2)** communication strategies a pharmacist assistant can use when dealing with patients who have anxiety or stress. (4 marks)
- (f) Explain **TWO (2)** appropriate ways to counsel a patient who has just been diagnosed with a chronic illness and is visibly overwhelmed. (4 marks)

END OF EXAMINATION PAPER