

**DIPLOMA IN PHARMACY (FINAL YEAR)**  
**(NEW)**  
**DRUG STORE AND BUSINESS**  
**MANAGEMENT**  
**(205)**

*Time : Three Hours*

*Maximum Marks : 80*

**Note :** (i) Attempt total six questions. Question No. 1 is compulsory. From the remaining questions attempt any five.

(ii) Any one question is compulsory from Section B.

**Section – A**

1. Attempt any five questions : 2 each

(a) Define the following terms :

(i) Industry

(ii) Management

(iii) Enteraport trade

(iv) Business organisation

(b) Give two features of sole proprietorship.

(c) Give the names of different types of tenders.

(d) Explain "Bin Card".

(e) Give the format of 'three columnar cash book'.

(f) Explain the different types of discount.

P. T. O.

2. Attempt any *four* questions : 14

- (a) Give the functions of management.
- (b) Explain hindrances in trade.
- (c) Differentiate between sole proprietorship and joint Hindu family firm.
- (d) Enlist channels of distribution. Explain multiple store (log No 60)
- (e) Give the documents required to open a wholesale drug store.

3. Attempt any *four* questions : 14

- (a) Discuss the importance and objective of purchasing.
- (b) Give the functions of inventory control.
- (c) Briefly describe EOQ technique.
- (d) Explain 'advertising' and 'advertising media'.
- (e) Define market. Give the systematic procedure of marketing research.

4. Attempt any *four* questions : 14

- (a) Write the steps involved in personal selling.
- (b) Differentiate between shares and debentures.
- (c) List the sales promotion techniques. Discuss the sales promotion techniques involved in pharma-selling.
- (d) Write the selection process adopted for recruitment of a candidate for a suitable job.
- (e) Write the services given by commercial banks.

## Section – B

5. Attempt any *four* questions : 14

(a) Explain the following :

- (i) Accountancy
- (ii) Book-keeping
- (iii) Journal
- (iv) Ledger

(b) Differentiate between accountancy and book keeping or journal and ledger.

(c) What are the objectives of double entry system of book keeping ?

(d) Explain accounting 'concept' and 'convention'.

(e) Explain any *two* accounting concepts.

6. Attempt any *four* questions : 14

(a) Explain the rules of debit and credit.

(b) Write the main objectives of a trial balance.

(c) Explain the errors not disclosed by trial balance.

(d) Differentiate between profit and loss account and balance sheet.

(e) Write advantages and disadvantages of ratio analysis.

7. From the information given below prepare a Profit and Loss Account of M/s Sanjay Med. Store for the year ending March 31, 2010 : 14

	₹
Gross profit	10,000
Shop rent	1,200
Carriage on sales	300
Trade expenses	500
Advertisement	100
Postage	50
Repairs	110
Discount (Cr.)	25
Interest received on investment	145
Audit fee	100