

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**DIPLOMA PHARMACY – SEMESTER – II-EXAMINATION – WINTER 2015**

**Subject Code: 420005**

**Date: 11/12/2015**

**Subject Name: Drug Store and Business Management**

**Time: 10:30 AM TO 1:30 PM**

**Total Marks: 80**

**Instructions:**

1. Attempt any five questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

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|-------------|--|-----------|
| <b>Q.1</b>  | <b>(a)</b> Write notes on Following:   | <b>06</b> |
|             | i) ABC analysis method.      ii) EOQ model for inventory control.  |           |
|             | <b>(b)</b> Write various salient features, advantages and disadvantages of sole proprietorship business. | <b>05</b> |
|             | <b>(c)</b> Write a note on co-operative society.   | <b>05</b> |
| <b>Q.2</b>  | <b>(a)</b> Write Classification of commerce. Write note on Trade.  | <b>06</b> |
|             | <b>(b)</b> Classify channels of distribution. Write a note on Types of Middlemen.                        | <b>05</b> |
|             | <b>(c)</b> Define and classify the wholesalers and write function and service performed by them.         | <b>05</b> |
| <b>Q.3</b>  | <b>(a)</b> Define retailer and write function and service performed by them.                             | <b>06</b> |
|             | <b>(b)</b> Write note on layout of drug store.   | <b>05</b> |
|             | <b>(c)</b> Write the selection procedure for suppliers and note on tenders.                              | <b>05</b> |
| <b>Q.4</b>  | <b>(a)</b> Write various source of finance. Write a note on financial planning.                          | <b>06</b> |
|             | <b>(b)</b> Define sales promotion and give its objectives and discuss techniques of sales promotion.     | <b>05</b> |
|             | <b>(c)</b> Define recruitment, Training and discuss selection procedure for suitable candidates.         | <b>05</b> |
| <b>Q.5</b>  | <b>(a)</b> Write objective, advantage, disadvantage and media for advertisement.                         | <b>06</b> |
|             | <b>(b)</b> Classify the banks. Write function of commercial bank.  | <b>05</b> |
|             | <b>(c)</b> Write difference between private limited company and public limited company.                  | <b>05</b> |
| <b>Q. 6</b> | <b>(a)</b> What is financial statement? Write advantage and limitation of financial statement.           | <b>06</b> |
|             | <b>(b)</b> Differentiate Trial balance with Balance sheet.   | <b>05</b> |
|             | <b>(c)</b> Write a note on Cash book.  | <b>05</b> |

- Q.7** (a) Define budget. Write its objectives, advantages and limitations. **06**  
(b) Discuss various methods of financial analysis. **05**  
(c) Define accounting. Enlist the accounting concept. Discuss any two concepts. **05**

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