

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.

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

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
