

0815

21314

3 Hours / 80 Marks

Seat No.

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Instructions – (1) All Questions are *Compulsory*.

(2) Illustrate your answers with neat sketches wherever necessary.

(3) Figures to the right indicate full marks.

(4) Use of Non-programmable Electronic Pocket Calculator is permissible.

(5) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1. Solve any **EIGHT** of the following:

16

- Define Tender. Enlist the types of Tender.
- State the objectives of layout design of drug store.
- Define Trade and list out different aids to trade.
- State any four functions of the bank.
- Define Cheque, state advantage of crossing the cheque.
- What do you mean by Real account. Explain with suitable example.
- Define Business. Enlist the types of business organisations.
- Give objectives of Inventory control.
- Define mail-order business. State main types of mail order business.

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- j) State different channels of distribution for pharmaceuticals.
- k) State the importance of window display.
- l) Define Wholesaler. List out the types of wholesaler.

2. Solve any FOUR of the following: 12

- a) Explain different types locations available for setting a drug store.
- b) Define Economics. Explain different elements of economics.
- c) Differentiate between wholesaler and retailer with respect to their features.
- d) Explain sales promotion. State methods of sales promotion.
- e) State the types of accounts provides by bank. Write their features.
- f) Explain VED technique of Inventory Control.

3. Solve any FOUR of the following: 12

- a) Define Advertisement. State different medias used for advertisement of the product.
- b) Explain the process of purchase followed generally in the business organisation.
- c) What do you understand by departmental store. Write its merits and demerits.
- d) Define recruitment, state various methods employed in recruiting a Pharmacist.
- e) Define Market Research. Write the importance of market research.
- f) Mention salient features of hire purchase trading house. State any two advantages and disadvantages.

4. Solve any FOUR of the following:**12**

- a) State salient features of sole proprietorship firm of business.
- b) Enlist the types of stock levels. Write importance of safety stock.
- c) Enlist various inventory control techniques and state objectives of inventory control.
- d) State merits and demerits of partnership firm of business.
- e) State essential request of budgetary control.
- f) Explain methods of evaluation of work of pharmacist.

5. Solve any FOUR of the following:**12**

- a) State various errors which are not disclosed by the trial balance.
- b) State primary functions of medical representative.
- c) Enlist the minimum legal requirements for starting retail drug store.
- d) Define Finance. Write its sources.
- e) Explain in brief different aids to trade.
- f) State the salient features of Joint Hindu Family Business.

6. Solve any FOUR of the following:**16**

- a) Define the following term-
- i) Turnover
 - ii) Proprietor
 - iii) Transaction
 - iv) Commission
- b) Explain the term General Ledger. Distinguish between Journal and Ledger.
- c) What is mean by double entry system of book-keeping ? State objective and principle of double entry system of book-keeping.
- d) Prepare a simple cash book from following transactions.

Year 2012	Particulars	Rs.
June 1	Cash in hand	20,000/-
June 3	Purchased machinery	3,500/-
June 7	Purchased goods	2,700/-
June 10	Sold goods to Rajesh on cash	2,100/-
June 16	Received from Akash	500/-
June 21	Deposited into Bank	5,000/-
June 25	Paid Rent	700/-
June 30	Paid Salaries	3,700/-

- e) Draw a format of Profit and Loss A/c and Balance Sheet. State it's importance.
- f) State the methods of analysis the financial statements.

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