

24225

03 Hours / 80 Marks



0815

Seat No.

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- Instructions* –
- (1) All Questions are *Compulsory*.
 - (2) Answer each next main Question on a new page.
 - (3) Illustrate your answers with neat sketches wherever necessary.
 - (4) Figures to the right indicate full marks.
 - (5) Assume suitable data, if necessary.
 - (6) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1. **Attempt any EIGHT of the following:** 16
 - a) What is “Fixed Capital” and “Working Capital”?
 - b) Define the terms, “Trade” and “Industry”.
 - c) How recruitment of pharmacist can be done?
 - d) What are “Co-operative Bank” and “Commercial Bank”.
 - e) What is “Indirect Selling”? Enlist the types of functional middle men.
 - f) What are the objectives of “Inventory Control”?
 - g) Name the different forms of business organisations?
 - h) Define “Advertisement” and “Sales Promotion”.
 - i) Write the disadvantages of opening drug stores in metro city?
 - j) Enlist the qualities required for “Good Salesman”.
 - k) What is “Accounting” and “Book Keeping”.
 - l) What are “Department Stores” and “Chain Shop”?

2. **Attempt any FOUR of the following:** 12
 - a) Enlist the features of Joint Stock Company.
 - b) Enlist the various record books to be maintained while Accounting-Comment on “Ledger”.
 - c) Mention the various activities revolving around trade. Explain any one.
 - d) What are effects of opening drug stores.
 - i) In a Business locality.
 - ii) Near Traffic Signal.
 - e) Enlist the various techniques of “Inventory Control”? Explain “Economic Order Quantity”.
 - f) How Pharmaceutical products can be advertised in various media?

3. **Attempt any FOUR of the following:** 12
 - a) Compare between “Balance Sheet” and “Profit and Loss Account”.
 - b) Explain the different types of financial requirements of the business?
 - c) What are merits and demerits of advertisement on Television Media?
 - d) What are features of Sole Proprietorship business?
 - e) Define Pharmaceutical Management? Enlist the various functions of Management.
 - f) Describe functions of wholesalers.

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**4. Attempt any FOUR of the following:**

- a) Explain “VED” analysis method of inventory control.
- b) Explain two methods each of on the job training and off the job training.
- c) Differentiate between “Shares” and “Debentures”.
- d) Enlist types of retailers. What are the challenges for modern pharma retail shop?
- e) Give difference between “Journal” and “Ledger”.
- f) Define the terms –
 - i) Capital
 - ii) Liability
 - iii) Assets.

5. Attempt any FOUR of the following:

- a) Explain Petty Cash Book along with its format.
- b) Draw a layout design of ideal drug store.
- c) Define “ABC analysis”. Write the advantages of ABC analysis.
- d) Define “Budget”. Give objectives of budgetary control.
- e) State the advantages of Salesmanship.
- f) What is distribution of goods? Explain various channels of distribution.

6. Attempt any FOUR of the following:

- a) What are the principle and objectives of double entry book system.
 - b) Define “Financial Statements”. Explain advantages and disadvantages of financial statements.
 - c) State the merits and demerits of partnership firm. Describe various kinds of partners in business.
 - d) Enlist the various documents required to open a retail drug store.
 - e) Describe the various techniques of sales promotion.
 - f) Define “Bank”. Enlist their types. Discuss functions of Commercial bank.
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