

GUJARAT TECHNOLOGICAL UNIVERSITY**Diploma Pharmacy - 2nd Year Examination – OCTOBER 2012****Subject code: 420005****Date: 05-11-2012****Subject Name: Drug Store and Business Management****Time: 2:30 pm – 5:30 pm****Total Marks: 80****Instructions:**

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

- Q.1** (a) Define inventory control. Write about the different techniques which are used to control the inventories. Describe in detail about VED analysis. **06**
- (b) Differentiate advertisement and sales promotion. **05**
- (c) Explain Market Research. Write about methods of Market Research? **05**
- Q.2** (a) Define advertising. What are the advantages and disadvantages of advertising? **06**
- (b) What are the essential features of good advertisement? **05**
- (c) Explain the qualities of good salesman. **05**
- Q.3** (a) Write about the various documents needed to open a wholesale drug store. **06**
- (b) Discuss the various methods of codification. **05**
- (c) Define Bank. What are the various functions of commercial bank? **05**
- Q.4** (a) What are the different methods of determining the price of drug material? **06**
- (b) Compare sole proprietorship and partnership business. **05**
- (c) Define Management. What are the various functions of management? **05**
- Q.5** (a) Write about salient features, advantages and disadvantages of Joint Stock Company. **06**
- (b) Write the distinguishing features of a cooperative society business. **05**
- (c) Define industry. Write about classification of industry. **05**
- Q. 6** (a) Write the main features of multiple shops. Mention their advantages and disadvantages. **06**
- (b) What are financial statements? Discuss the various methods of making a financial analysis. **05**
- (c) Discuss the services provided by the retailer to manufacturer, wholesalers and customers. **05**
- Q.7** (a) Differentiate trial balance and Balance sheet. **06**
- (b) Write a note on profit and loss account. **05**
- (c) Define budget. Classify them. **05**
