

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
D. Pharm. – SEMESTER – II • EXAMINATION – WINTER • 2014

Subject Code: 420005

Date: 01-01-2015

Subject Name: Drug Store and Business Management

Time: 10:30 am - 01:30 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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|-------------|-----|---|-----------|
| Q.1 | (a) | Write main features of multiple shops. Mention their advantages and disadvantages. | 06 |
| | (b) | Describe function of Retailer. | 05 |
| | (c) | Discuss the qualities of a good salesman. | 05 |
| Q.2 | (a) | What are the different services provided by wholesalers? | 06 |
| | (b) | Differentiate between the Retailers and Wholesalers. | 05 |
| | (c) | Differentiate between the sole proprietorship and partnership business. | 05 |
| Q.3 | (a) | What are the different methods of determining the price of drug material? | 06 |
| | (b) | Draw an ideal layout of Retail drug store. | 05 |
| | (c) | Write a brief note on tenders. | 05 |
| Q.4 | (a) | Discuss the services provided by the retailer to manufacturer, wholesalers and customers. | 06 |
| | (b) | Enumerate and explain different factors considered in selection of location of Retail Drug store. | 05 |
| | (c) | Explain the term Recruitment and discuss the internal sources of recruitment in detail. | 05 |
| Q.5 | (a) | Define finance. Discuss the various sources of finance. | 06 |
| | (b) | Describe the duties of Budget officer. | 05 |
| | (c) | What are financial statements? Discuss the various methods of making a financial analysis. | 05 |
| Q. 6 | (a) | Discuss various mode of advertisement for sales promotion. | 06 |
| | (b) | Write note on Cashbook. | 05 |
| | (c) | Write functions of commercial bank. | 05 |
| Q.7 | (a) | Discuss the factors affecting channels of distribution. | 06 |
| | (b) | What are the features of good advertisement? | 05 |
| | (c) | Define advertising. What are the advantages and disadvantages of advertising? | 05 |
