

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

Diploma Pharmacy Second Year Examination May 2010

Subject code: 420005

Subject Name: Drug Store and Business Management

Date: 24 /05 /2010

Time: 03.00 pm – 06.00 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) What are the different services provided by wholesalers?	06
	(b) Write difference between Multiple shop and Departmental store.	04
	(c) Describe function of Retailer.	04
	(d) Explain 'Lead time'.	02
Q.2	(a) Write short note on Overseas Market Research.	04
	(b) Explain the term market Research. What are advantages of Market Research?	04
	(c) Explain the qualities of good salesman.	04
	(d) Write short note on 'Window Display'.	04
Q.3	(a) Define term 'Training'. Explain importance of training in industry.	04
	(b) Discuss various Medias of advertisement for sale promotion.	06
	(c) Write note on ABC analysis method for inventory control.	04
	(d) Explain 'Reorder level' for inventory control.	02
Q.4	(a) Enumerate and explain different factors considered in selection of location of Retail Drug store.	12
	(b) Draw an ideal layout of Retail drug store.	04
Q.5	(a) Write difference between Private limited company and Public limited company.	05
	(b) Write short note on sale proprietorship.	04
	(c) What are the salient features of partnership business organisation?	04
	(d) Explain the term 'Management' and explain the importance of management.	03
Q.6	(a) What is 'Trial balance'? Write the objectives of trial balance.	04
	(b) What are financial statements? Discuss the advantages and limitation of Financial Statements.	05
	(c) Write short note on 'Balance sheet'.	04
	(d) What are advantages of budgetary control?	03
Q.7	(a) Write difference between Journal and Ledger.	03
	(b) Write note on Cashbook.	04
	(c) Differentiate between preference shares and ordinary shares.	03
	(d) Define finance. Discuss the various sources of finance.	06
