

SVKM's NMIMS
SHOBHABEN PRATAPBHAI PATEL SCHOOL OF PHARMACY & TECHNOLOGY
MANAGEMENT/ SCHOOL OF PHARMACY & TECHNOLOGY MANAGEMENT

Programme: D.Pharm

Year: II

Part: II

Academic Year: 2021-2022

Subject: Drug Store and Business Management

Date: 28 March 2022

Marks: 80

Time: 2.00 pm - 5.00 pm

Durations: 3 Hrs

No. of Pages: 04

Final Examination 2021-2022

Instruction: Candidates should read carefully the instructions printed on the question paper and on the cover of answer book which is provided for their use. (Use only if applicable as the case may be)

NB:

1. Section A is compulsory.
2. Attempt five questions from section B.
3. Section A contain 5 questions of 2 marks each and section B contains 7 questions of 14 marks each.
4. All questions carry equal marks.
5. Answer to each new question to be started on a fresh page.
6. Figures in bracket on the right hand side indicate full marks.

SECTION A

Q.1 Answer the following questions:

(5x2=10M)

- a) State True OR False:
 - i. Balance of cash account in a ledger shows cash in hand.
 - ii. Recording of transactions in the journal is called as posting.
- b) Enlist various accounting conventions.
- c) Write the full forms of the following:
 - i. ABC
 - ii. VED

1/4

iii. EOQ

iv. A/c

d) Fill in the blanks:

- i. Accounting principles are described by terms like and
- ii. The..... shows the financial position of the company on a given date.

e) Match the following:

Column 1	Column 2
Hindrance of risk is removed by	Debit what comes in and Credit what goes out
Hindrance of finance is removed by	Debit all the expenses/losses and credit all the incomes/gains
Real account	Insurance
Nominal account	Banking

SECTION B

Q.2 Answer the following questions:

A) Define the terms: Safety stock and Recruitment.

(2×1 = 2M)

B) Attempt any **THREE** questions:

(4×3 =12M)

- a) Define advertising. Give its advantages and disadvantages
- b) Describe layout design of a drug store. Also, give its labelled diagram.
- c) Explain the term "salesmanship" and "salesman". Discuss the qualities of a successful Salesman.
- d) What are financial statements? Explain in brief.

Q.3 Answer the following questions:

A) Write in brief about the evaluation of a pharmacist.

(2×1 = 2M)

B) Attempt any **THREE** questions:

(4×3 =12M)

- a) What is trial balance? Discuss the errors disclosed by trial balance.
- b) Differentiate between departmental store and multiple shops.

2/4

c) Discuss the functions of wholesalers.

d) What do you understand from the term "industry"? Classify and explain the various types of industries.

Q.4 Answer the following questions:

A) Discuss the methods for preparation of trial balance.

(2×1 = 2M)

B) Attempt any **THREE** questions:

(4×3 = 12M)

a) Enlist the legal requirements for retail pharmacy store.

b) Differentiate between mail order business and hire purchase system.

c) Write a short note on cash budget.

d) Write a short note on internal trade.

Q.5 Answer the following questions:

A) Give proformas of balance sheet and profit and loss account.

(2×1 = 2M)

B) Attempt any **THREE** questions:

(4×3 = 12M)

a) Define the term inventory. Write objectives and importance of inventory control.

b) Differentiate between journal and ledger.

c) Write short notes on sales promotion

d) Discuss objectives and various techniques of sales promotion.

Q.6 Answer the following questions:

A) Give classification of business organizations.

(2×1 = 2M)

B) Attempt any **THREE** questions:

(4×3 = 12M)

a) Define the term channel of distribution. Discuss its advantages and disadvantages.

b) Write the classification of budget in detail.

c) Differentiate between ^{*}profit and loss account. ** Trading Account &*

d) Write short note on business entity concept.

Q.7 Answer the following questions:

A) Describe primary and secondary functions of bank.

(2×1 = 2M)

B) Attempt any **THREE** questions:

(4×3 = 12M)

a) Define the term "Retailers". Explain the general functions of retailer.

LR 203 3/4

2/11
Dr. Datta Mohan Pandey
22/3/22
3:05 PM
Connection Announced

- b) What is inventory control. Write the different techniques that are used to control the inventories.
- c) Differentiate between internal trade and external trade.
- d) Discuss various methods of sales promotion.

Q.8 Answer the following questions:

- A) What is codification? Enlist different methods of codification in detail. (2×1 = 2M)
 - B) Attempt any **THREE** questions: (4×3 =12M)
 - a) Differentiate between book-keeping and accounting.
 - b) Write a detailed note on market research.
 - c) Define purchasing. Give functions of purchase department in detail.
 - d) Explain different methods of training to a pharmacist.
-

4/4