

00815

11718

3 Hours / 80 Marks

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) Use of Non-programmable Electronic Pocket Calculator is permissible.

Marks

1. Attempt any EIGHT :

16

- (a) Define 'trade' & 'industry'.
- (b) What is drug house management ?
- (c) Define inventory control & enlist its techniques.
- (d) Define trial balance and ledger.
- (e) State two advantages of book keeping.
- (f) State the meaning of : (i) Evaluation & (ii) Compensation.
- (g) Define a balance sheet. How does it differ from profit & loss account statements ?
- (h) Define budget.
- (i) State two qualities of a Salesman.
- (j) Define training and recruitment.
- (k) What is EOQ ? Write the formula to calculate EOQ.
- (l) What is mean by codification of drugs ? Name different methods of codification.

2. Attempt any FOUR:**12**

- (a) What is mean by Aids-to-trade ? Enlist various aids-to-trade. Explain any two of it.
- (b) Explain mail order business. Write its any two disadvantages & advantages.
- (c) State the advantages and disadvantages of channels of distribution.
- (d) State the various points which should be considered for evaluation of pharmacist.
- (e) State various functions of bank.
- (f) Write any six functions to be performed by retailers.

3. Attempt any FOUR:**12**

- (a) What are the different account books ? Mention advantages of journal with its specimen format.
- (b) Explain multiple shop system. State its advantages and disadvantages.
- (c) Define advertising. State various methods of advertising pharmaceutical products.
- (d) State the importance and objectives of purchasing.
- (e) State the difference between general Journal & Ledger.
- (f) Define 'tender'. Explain various types of tenders.

4. Attempt any FOUR :**12**

- (a) What is financial analysis ? List out various methods of financial analysis.
- (b) Define “budgetary control”. Give classification of budgets.
- (c) Define “Partnership”. State various kinds of partners in partnership firm.
- (d) Explain various errors disclosed by a trial balance.
- (e) Explain “window display” as an important and effective form of advertisement.
- (f) Describe ABC technique of Inventory control.

5. Attempt any FOUR :**12**

- (a) What do you mean by scrap ? Describe the procedure for disposal of scrap and surplus.
- (b) Explain departmental stores. State its advantages and disadvantages.
- (c) Explain about various types of middle men in the trade.
- (d) What is mean by ‘Financial Statements’ ? Give a format of
 - (i) Profit & Loss account
 - (ii) Balance Sheet
- (e) Explain the terms : (any **three**)
 - (i) Inventory carrying cost
 - (ii) Lead time
 - (iii) Economic order quantity &
 - (iv) Safety stock
- (f) How will you select site for opening new retail drug store ?

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6. Attempt any FOUR :**16**

- (a) Discuss advantages and disadvantages of co-operative business organization.
 - (b) What is mean by channels of distribution ? Explain various channels of distribution.
 - (c) Explain the terms :
 - (i) Assets
 - (ii) Bad debts
 - (iii) Salesmanship
 - (iv) Debenture
 - (d) What is a cash book ? Describe various types of cash books.
 - (e) Explain various functions of management.
 - (f) Describe finance planning & state the sources of finance.
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