

00815

**21718**

**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) Figures to the right indicate full marks.
  - (4) Assume suitable data, if necessary.
  - (5) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

**Marks**

**1. Solve any EIGHT of the following :**

**8 × 2 = 16**

- (a) Mention four disadvantages of opening a drug store in a big city.
- (b) Define Economics. State various elements of Economics.
- (c) Define Budget. What is Budgetary control ?
- (d) Write the different methods of storage of drugs in a drug store.
- (e) Define Bank. Enlist different types of banks.
- (f) Define inventory control & write its objectives.
- (g) State various forms of business organization.
- (h) Define finance and enlist various sources to raise long term finance.
- (i) Write formula to calculate the retail price of drug formulation.
- (j) Define scrap. State different types of scrap.
- (k) Explain merchant middlemen.
- (l) Give advantages of advertising.

**2. Solve any FOUR of the following :****4 × 3 = 12**

- (a) Define Market Research. Explain survey method of market research.
- (b) State advantages of co-operative society business.
- (c) Describe evaluation system of the pharmacist.
- (d) Explain VED analysis of inventory control.
- (e) Define :
  - (i) Trade
  - (ii) Consumer goods
  - (iii) Management
- (f) Differentiate between a trial balance and a balance sheet.

**3. Solve any FOUR of the following :****4 × 3 = 12**

- (a) Explain various objectives of Budgetary control.
- (b) Define :
  - (i) Overdraft facility
  - (ii) Cash credit facility
  - (iii) Discounting of bills
- (c) Differentiate between departmental store & multiple shops.
- (d) Explain the importance of management.
- (e) Define Accounting Concept. Explain money measurement concept and dual aspect concept.
- (f) Define salesmanship. State qualities of a good salesman.

**4. Solve any FOUR of the following :****4 × 3 = 12**

- (a) Define Advertisement. Enlist different medias of advertisement.
- (b) Explain maximum stock level, minimum stock level and re-order level.
- (c) Differentiate between Profit and Loss Account and Balance Sheet.
- (d) Explain various legal requirements to start retail drug store.
- (e) Write short note on primary sources of marketing research.
- (f) What is the purpose of giving training to a newly recruited pharmacist ?

**5. Solve any FOUR of the following :****4 × 3 = 12**

- (a) What do you mean by mail order business ? Mention its advantages and disadvantages.
- (b) Give the objectives of trial balance. Explain the methods of trial balance.
- (c) Define the master budget. Give detail classification of budget.
- (d) Differentiate between wholesaler & retailer.
- (e) Define the terms :
  - (i) Bad debts
  - (ii) Insolvency
  - (iii) Liabilities
- (f) Define industry. Give detail classification of industry.

**6. Solve any FOUR of the following :****4 × 4 = 16**

- (a) What do you mean by Double Entry Book-Keeping System ? State its objective and give principle of the double entry book-keeping system.
- (b) Define joint stock company. State the salient features of the joint stock company.

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- (c) Define E.O.Q. Mention different methods of E.O.Q.
- (d) Explain the various stages of purchase procedure.
- (e) What are the book of original entry ? Draw the format of journal & ledger.  
Explain petty cash book.

From the information given below prepare Profit and Loss Account of M/s. Prem Medicos for the year ending 31<sup>st</sup> December 2016.

	₹
Gross profit	8000
Salaries	5000
Travelling Expenses	500
Interest received	350
Stationery	500
Discount received	200
Advertisement	450
Rent of shop sublet	100
Office rent	300
Commission received	50
Discount allowed	250

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