Seat No.: _____ Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B.Ph. / M. Ph. / D.Ph. - SEMESTER–II • EXAMINATION – WINTER-2016

Subject Code: 420005 **Date: 26/10/2016**

Subject Name: Drug Store & Business Management

Time:02:30PM TO 05:30 PM **Total Marks: 80**

Instructions:

1. **Attempt any five questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

Q.1	**(a)**	Write a short note on Trade.	**06**
	(b)	Differentiate between the Retailers & Wholesalers.	**05**
	(c)	Explain various kinds of partners in partnership business.	**05**
Q.2	**(a)**	Explain the term Management. What are the various functions of Management?	**06**
	(b)	Compare sole proprietorship and partnership business.	**05**
	(c)	Discuss the services provided by the retailer to manufacturer, wholesalers and customers.	**05**
Q.3	**(a)**	Write a short note on commercial bank.	**06**
	(b)	What are different services provided by wholesalers?	**05**
	(c)	Enlist the various methods for pricing of materials & explain any two methods.	**05**
Q.4	**(a)**	Enumerate different techniques of inventory control and explain any one in detail.	**06**
	(b)	Discuss various techniques of Sales promotion.	**05**
	(c)	Explain the qualities of good salesman.	**05**
Q.5	**(a)**	Write a short note on Training.	**06**
	(b)	Discuss various methods of advertisement for sales promotion.	**05**
	(c)	Explain the term Recruitment and discuss the selection procedure for recruitment in detail.	**05**
Q. 6	**(a)**	Write a note on Cash book.	**06**
	(b)	Explain the term Book keeping and describe Rules for journalising transactions to personal & impersonal accounts.	**05**
	(c)	Define Accounting and enlist the various accounting concepts & explain any one in detail.	**05**
Q.7	**(a)**	What are the objectives of the Trial balance? Discuss the methods of preparation of Trial balance.	**06**
	(b)	Write a note on Profit & loss account.	**05**
	(c)	Journalise the following transactions in the Journal of M/s Dave Drug Store and prepare Cash A/c Ledger for the Month of March 2014. 1. Mr. Dave started his business with cash of Rs. 5,00,000. 5. Purchased goods of Rs. 70,000. 10. Cash Sales for Rs. 20,000. 15. Received cash from Mr. Mahesh of Rs. 6,000. 20. Deposited Rs. 10,000 into the bank. 28. Paid salary of Rs. 5,000.	**05**

****