

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.

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| 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. | 05 |
| | 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. | |