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D.Pharm. 2nd Year End-Term Examination

Part II

DRUG STORE AND BUSINESS MANAGEMENT

(Old Syllabus)

Full Marks – 80

Time – Three hours

The figures in the margin indicate full marks for the questions.

1. Multiple Choice questions: (Answer all) (20 × 1 = 20)
- (i) Business is concerned with
- (a) Economic activity (b) Non-economic activity
- (c) Both (a) and (b) (d) None of the above
- (ii) The maximum amount of partners in banking business is
- (a) 10 (b) 20
- (c) 40 (d) 50
- (iii) Trade between two countries is known as:
- (a) Import (b) Export
- (c) Foreign trade (d) Regional trade
- (iv) In which of the following forms of business organisations, registration is compulsory:
- (a) Partnership firm (b) Sole proprietorship
- (c) Joint stock Company (d) All of the above
- (v) _____ = Maximum consuming during period X Maximum reordering period for delivery.
- (a) Maximum stock level above (b) Minimum stock level
- (c) Reordering level (d) None of the above

[Turn over

- (vi) _____ is the excess amount of normal requirement of a drug store.
- (a) Scrap (b) Surplus
(c) Disposal (d) None of the above
- (vii) Retail price can be given by
 $R.P. = (M.C. + C.C. + P.M. + P.C.) \times (1 + MAPE/100) + ED$, where ED implies
- (a) Economic digit (b) Excise duty
(c) Excise times (d) None of the above.
- (viii) _____ is a method of press advertisement.
- (a) TV (b) Radio
(c) Posters (d) All of the above
- (ix) _____ is a document issued under seal of the company in token of acknowledgement of debt due to the company.
- (a) Shares (b) Debentures
(c) Trade credit (d) None of the above
- (x) One example of financial institution is
- (a) SBI (b) Public shares
(c) Unit trust of India (d) None of the above
- (xi) Which of the following is not Correct?
- (a) $Assets = Liabilities + Capital$
(b) $Assets = Capital - Liabilities$
(c) $Assets - Liabilities = Owner's equity$
(d) $Assets = Capital - Liabilities$
- (xii) Share holders are
- (a) The managers of the business
(b) Owners of the business
(c) Creditors of the business
(d) None of the above
- (xiii) _____ is all transaction or events not yet settled in cash, must be taken into account.
- (a) Actual event concept (b) Going concern concept
(c) Money measurement concept (d) None of the above
- (xiv) _____ is the condition when assets equals or exceeds liabilities.
- (a) Solvent (b) Goods
(c) Bad debts (d) Profits

- (xv) On the debit side each item is prefixed with
- (a) To (b) By
(c) Received (d) For
- (xvi) _____ is also known as floating assets.
- (a) Current assets (b) Fixed assets
(c) Wasting assets (d) None of the above
- (xvii) _____ shows profit and loss.
- (a) Trial balance (b) Journal
(c) Balance sheet (d) None of the above
- (xviii) _____ is prepared on loose sheets.
- (a) Profit and loss account (b) Balance sheet
(c) Journal (d) Ledger
- (xix) Liquid ratio = _____ / Current liabilities
- (a) Current assets (b) Earning per share
(c) Liquid assets (d) None of the above
- (xx) These assets can be seen and touched
- (a) Fixed assets (b) Intangible assets
(c) Tangible assets (d) Liquid assets

2. Short Answer (Answer *ten* out of eleven)

(10 × 3 = 30)

- (a) Define various types of economic system.
- (b) Describe the salient features of sole proprietorship business organisation.
- (c) Discuss the various types of middlemen.
- (d) Discuss salient features of departmental store.
- (e) Write a short note on "Tenders".
- (f) What do you mean by "EOQ"?
- (g) Discuss the various types of advertising media.
- (h) Write a short note on "Market Research".
- (i) Define "Financial planning" and discuss the principles of it.
- (j) Differentiate between "Book-keeping" and "Accounting".
- (k) Differentiate between "Journal" and "Ledger".

3. Long Answer Questions (Answer six out of seven)

(6 × 5 = 30)

- (a) Define management. Discuss the various function of management.
- (b) Discuss the factors which should be taken into consideration for the selection of site of a retail sale drug store. Describe layout of a drug store along with its flow diagram. (2+3 = 5)
- (c) What is partnership firm? Discuss various kinds of partnership firms.
- (d) What do you understand from the term "Recruitment"? Discuss the methods of recruitment training and evaluation of a pharmacist.
- (e) Discuss various method of sales promotion.
- (f) Define "Cashbooks" and discuss various types of "Cashbooks".
- (g) Classify "Budgets".

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