

VINAYAKA MISSION'S RESEARCH FOUNDATION, SALEM
(Deemed to be University)

DIPLOMA IN PHARMACY EXAMINATION – April 2019
Second Year

DRUG STORE AND BUSINESS MANAGEMENT

Time: Three hours

Maximum: 80 marks

Answer **Any EIGHT** questions only

All questions carry equal marks

Draw Neat, Labelled Diagram wherever necessary.

1. Describe different forms of business organizations. Give advantages and disadvantages of sole proprietorship.
2. What are the different methods of codification of items of drug store? Give the advantages of codification?
3. Define Accounting. State different concepts of accounting and give the types of accounts.
4. Define Balance sheet. How balance sheet is useful?
5. Define book-keeping. What are books of original entry? Explain the format of journal.
6. Short note on :
 - a) What is meant by double entry system of book-keeping? State objective and principle of double entry system of book keeping.
 - b) Explain different types locations available for setting a drug store.
7. What are the objectives of trial balance? Explain profit and loss account.
8. Explain in detail about Financial Planning.
9. Write a detailed account of advertising media and its importance.
10. Short note on :
 - a) Differentiate between wholesaler and retailer with respect to their features.
 - b) Explain VED technique of Inventory control.
