

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

DIPLOMA IN PHARMACY EXAMINATION – October 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. Define trade and industry. Explain about industrial management.
2. Explain the channels of distribution.
3. Write in detail about selection of site, space layout and legal requirements of drug store.
4. Write in detail about the objectives and function of inventory control. Explain about ABC, VED and EOQ techniques.
5. Write about market research and explain its significance.
6. Explain in detail about recruitment, training and evaluation of pharmacist.
7. Write briefly about the services provided by commercial banks.
8. Define finance. Write about finance planning and sources of finance.
9. Define economics. Explain the elements of economics and management.
10. Define the following terms :
a) Sales promotion b) Finance planning c) Budget d) Safety stock.
