

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

DIPLOMA IN PHARMACY EXAMINATION – October 2018
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. What are the factors to be considered while selecting the location for starting a new drug store? Draw the ideal lay –out of drug store.
2. Define trade and industry. Classify industry with suitable example.
3. Classify different types of banks. What are the services provided by commercial banks.
4. What are the different sales promotion techniques?
5. Short note on : (a) Explain EOQ (b) Explain the term general ledger.
Distinguish between journal and ledgers.
6. Short note on :
 - (a) State the types of accounts provided by bank. Write their features.
 - (b) Define economics. Explain different elements of economics.
7. Explain sales promotion. State methods of sales promotion.
8. Define balance sheet. How balance sheet is useful?
9. Define Market Research. Write the importance of market research.
10. Define accounting. State different concepts of accounting and give the types of accounts.
