

(2)

- Q.6 Explain sales promotion . Write market research, salesmanship and qualities of a salesman.
- Q.7 Write about recruitment, training, evaluation and compensation of the pharmacist.
- Q.8 Write short notes (Any four)
- A) Advertising
 - B) Maximum level, minimum level and reorder level
 - C) Accounting concepts
 - D) Industry
 - E) Trade

[Total No. of Questions: 8]

[Total No. of Printed Pages : 2]

Enroll. No.....

DP-205

**D. Pharmacy IInd year
Examination – June 2021**

Drug Store & Business Management

Time: Three Hours

Maximum Marks: 80

Note:- Attempt any five questions. (Each question carries Equal marks)

- Q.1 Define banks. Enumerate and discuss the various types of banks. Define Finance. What are the main sources of finance? Discuss in detail 'long term finance'.
- Q.2 Write elements of Economic, explain management and forms of business organisations?
- Q.3 Write in detail about channels of distribution step by step?
- Q.4 Discuss drug house management? Write their selection of site, space , lay-out and legal requirements?
- Q.5 Write in detail about inventory control, discuss their objective , importance and modern techniques like ABC, VED analysis?