

00815

21222

3 Hours / 80 Marks

Seat No.

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15 minutes extra for each hour

- Instructions :**
- (1) All Questions are *compulsory*.
 - (2) Answer each next main Question on a new page.
 - (3) Figures to the right indicate full marks.
 - (4) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1. Solve any EIGHT of the following :

16

- (a) Define the term :
 - (i) Trade
 - (ii) Delcredere agents
- (b) Give the difference between Heavy Industry and Light Industry.
- (c) Define financial statements. Why is it prepared ?
- (d) Classify the different types of functional middlemen.
- (e) What are the objectives of sale promotion ?
- (f) Define Budget. What are the main objectives of budgetary control ?
- (g) Name the various branches of accounting.
- (h) What is ledger ? Give the format of ledger.
- (i) Write the minimum qualification required to start new retail drug store and wholesale drug store.

[1 of 4]

P.T.O.

- (j) State the advantages of window display.
- (k) Explain in brief the lead time.
- (l) Write the miscellaneous services provided by banks.

2. Solve any FOUR of the following :

12

- (a) Define pharmaceutical management. What are the different functions of management ?
- (b) Explain different kinds of partners in a partnership business.
- (c) Give the difference between firm and company.
- (d) Which steps are involved in selling process ?
- (e) Mention the main advantages of perpetual inventory system.
- (f) Elaborate the stages involved in purchase procedure.

3. Solve any FOUR of the following :

12

- (a) Describe salient features of sole proprietorship.
- (b) Give the advantages & disadvantages of hire purchase trading houses.
- (c) Define scrap. How it is classified ? State its method for disposal.
- (d) Describe 'Input-Output ratio analysis' technique used to control inventory.
- (e) Explain the methods of evaluation of pharmacist.
- (f) "Advertisement is social waste." Give your comment.

4. Solve any FOUR of the following :

12

- (a) Discuss the functions of wholesaler.
- (b) Discuss the advantages and disadvantages of Mail Order Business.

- (c) Describe the general factors to be considered while selecting a site for drug store.
- (d) Discuss different methods of codification of items used in a retail store.
- (e) Which are the different techniques of sale promotion ?
- (f) Define training. Explain various types of training given to the employee.

5. Solve any FOUR of the following :

12

- (a) Explain various hindrances which arises in trade, and discuss how these hindrances can be removed.
- (b) Define 'Inventory Control'. Discuss objectives of Inventory Control.
- (c) Draw an ideal layout design for retail drugs store and give its objectives.
- (d) Give short note on
 - (i) Advantages of joint Hindu family business
 - (ii) Tender
- (e) What do you understand by 'Market Research' ? Write advantages & disadvantages of market research.
- (f) Define finance. What are different types of finance required in a business ? Discuss the various sources of finance.

6. Solve any FOUR of the following :

16

- (a) What is Balance Sheet ? Give its uses. Detail the various items included in balance sheet.
- (b) Define the term 'Trial Balance'. Explain various errors in accounts which are present but not reflected in Trial Balance.

P.T.O.

00815

[4 of 4]

- (c) Define the term 'Accounting Concept.' How does it differ from 'Accounting Conventions' ? Explain the entity concept and dual aspect concept.
- (d) What is petty cash book ? Explain working of petty cashier.
- (e) Explain the different types of accounts. Explain the rules of debits and credits used to make entries in the books of account.
- (f) Journalise the following transaction in the Journal of Bharat Medical and General Store, Bangalore.

01/05/2012	Prabhu invested in business	₹ 30,000/-
02/05/2012	Open an account with Axis Bank by depositing cash	₹ 10,000/-
03/05/2012	Purchase good for cash	₹ 600/-
04/05/2012	Withdraw cash for personal use	₹ 500/-
06/05/2012	Cash sale	₹ 1000/-
25/05/2012	Paid rent	₹ 350/-
29/05/2012	Paid cartage	₹ 100/-

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