

23124

3 Hours / 80 Marks



0815

Seat No. 

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- Instructions* –
- (1) All Questions are Compulsory.
  - (2) Answer each next main Question on a new page.
  - (3) Illustrate your answers with neat sketches wherever necessary.
  - (4) Figures to the right indicate full marks.
  - (5) Assume suitable data, if necessary.
  - (6) Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

**Marks**

**1. Attempt any EIGHT of the following :**

**16**

- a) Define the terms.
  - i) Commerce
  - ii) Business
- b) Enlist any four forms of Business Organisation.
- c) Define Accounting. State two objectives of Accounting.
- d) Give formulae for:
  - i) Current ratio
  - ii) Quick ratio
- e) Define the terms:
  - i) Tender
  - ii) Contract
- f) State any four functions of wholesalers.
- g) Mention different channels of distribution of drugs with intermediates.
- h) State the difference between Private and Public limited Company.
- i) Define short-term finance. State any two sources of credit for raising short term finance.
- j) Define codification. Enlist its methods.
- k) Draw a model form of triple column cash book.
- l) Draw layout of a drug store.

**2. Attempt any FOUR of the following :**

**12**

- a) Describe various hindrances faced by a producer in passing on its goods to the consumers.
- b) Explain different types of partners in a Partnership firm.
- c) Explain Retail Departmental Store. State its advantages and disadvantages.
- d) Describe legal aspects of a drug store.
- e) Explain ABC analysis technique of Inventory Control. Give its advantages.
- f) Describe the steps in selling process.



3. **Attempt any FOUR of the following:** 12
- a) Define Recruitment. Explain the process of recruitment.
  - b) Define Commercial Bank. State the functions of Commercial Banks.
  - c) Define Accounting Concept. Explain Business Entity Concept and Accounting Period Concept.
  - d) Explain double entry book keeping system. State its advantages.
  - e) Define Budget and Budgetary Control. State the objectives of Budgetary Control.
4. **Attempt any FOUR of the following:** 12
- a) Define Balance Sheet. Describe the preparation of balance sheet.
  - b) Explain the following middlemen:
    - i) Brokers
    - ii) Commission agents
    - iii) Auctioneers
  - c) Define industry. Give the classification of industries.
  - d) Enlist the documents required to open a new Medical Retail Drug Store.
  - e) Explain the Perpetual Inventory System.
  - f) Explain the compensation plan given to the pharmacist.
5. **Attempt any FOUR of the following:** 12
- a) Define Trial Balance. State the objectives of trial balance. Mention the Accounting Errors.
  - b) Differentiate between journal and ledger.
  - c) Explain Petty Cash Book. Give its specimen format.
  - d) Write the general factors to be considered while selecting a site for a drug store.
  - e) Define the following:
    - i) Preference Shares
    - ii) Ordinary Shares
    - iii) Debentures
  - f) "Window display is one of the forms of advertisement", Explain.
6. **Attempt any FOUR of the following:** 16
- a) Define scrap and surplus disposal. State the classification of different types of scraps and the control of scrap.
  - b) Describe consumers cooperative stores. State its advantages and disadvantages.
  - c) Define the term "Training." State the different subjects to be covered under training.
  - d) What are the salient features of "Sole Proprietorship Business". Describe the advantages and disadvantages of this form of organisation.
  - e) Define Sales Promotion. Explain the techniques of sales promotions.
  - f) Draw a specimen format of journal and ledger.
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