BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – D.Pharm-2021
Course Name – Drug Store & Business Management
Course Code - 2.5T
(Year II)

Full Marks : 80   **Time : 3:0 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)   1 x 20=20

1. Choose the correct alternative from the following :

(i) Choose the correct one in the journal, transactions are recorded

   a) Account wise   b) Nature wise
   c) Year wise   d) Data wise

(ii) Choose the correct one the explanation of a journal is known as

   a) Data   b) Particulars
   c) Journal entry   d) Narration

(iii) Choose the correct one each journal entry involves a minimum of

   a) Two account   b) Three account
   c) Four account   d) One account

(iv) Determine the number of columns in a journal is

   a) Two   b) Three
   c) Four   d) Five

(v) Choose the correct one real accounts generally shows

   a) Debit balance   b) Credit balance
   c) Nil balance   d) Any balance

(vi) Choose the correct one the transaction are recorded in ledger

   a) Year wise   b) Month wise
   c) Data wise   d) Account wise

(vii) Identify the starting date of business financial year:

   a) January 1st   b) March 1st
   c) April 1st   d) March 31st

(viii) Recruitment process is identify as

   a) Positive   b) Negative
   c) Multiple   d) Divisible

(ix) Identify one of these is a current asset

   a) Furniture   b) Transport vehicle
   c) Accounts payable   d) Accounts receivable

(x) Select the method of advertisement is suitable for uneducated customer

a) Magazine
b) Audio .visual
c) Newspaper
d) All of this

(xi) Assignments of work to a subordinate identify as

a) Delegation
b) Promotion
c) Both a and b
d) None of them

(xii) Select the correct option marketing mix involves group of ingredients into the categories

a) Product
b) Price
c) Place
d) All of them

(xiii) Business can defined as:

a) Non-economic activity
b) Economic activity
c) Both economic and non- economic activity
d) All of these

(xiv) Select the correct option warehousing is done to save

a) Time
b) Place
c) Labour requirements
d) Cost

(xv) Buying of items from foreign country can be defined as:

a) Import
b) Export
c) Entrepot
d) All of these

(xvi) Select the partners who are neither entitled to take part in the management nor do they invest and get a share of profits are:

a) Silent partner
b) Partners by Estoppel
c) Nominal partner
d) Limited partner

(xvii) Select the correct option 'Bata shoes' list in the category of:

a) Departmental stores
b) Super market
c) Multiple shops
d) Small scale fixed retailers

(xviii) Select the correct option patent, copyright, trademarks list under:

a) Current assets
b) Intangible assets
c) Tangible assets
d) Miscellaneous assets

(xix) Select the correct option poultry farms list under:

a) Extractive industries
b) Genetic industries
c) Manufacturing industries
d) Construction industries

(xx) Identify the channel of distribution is zero level in

a) Manufacturer→Patient
b) Manufacturers→Physician→ Consumer
c) Manufacturer→Wholesaler→Physician →Patient
d) Manufacturer→Retailer→Patient

Group-B
(Short Answer Type Questions)

5 x 8=40

2. Write a short note on land development bank and industrial bank (5)
3. Illustrate the method of trainings at work place (5)
4. Distinguish between Joint stock company and Partnership firm (5)
5. Describe the levels of management (5)
6. Identify the steps to detect non-moving item in the inventory (5)
7. Describe type of tenders (5)
8. Explain recruitment, describe the source of recruitment (5)
OR

Write down a check list on evaluation of pharmacist. (5)
9. Explain on-the-job training (5)
OR

Explain recruitment process of salesman. (5)

Group-C
(Long Answer Type Questions)

10 x 2=20

10. Describe the type of retailer. (10)
11. Explain the compensation of pharmacist on work place. (10)

OR

Classify between recruitment and selection. (10)

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