

Roll No. ....

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**F - 1334**

**B. Pharm. (Eighth Semester)  
EXAMINATION, May-June, 2022**

**Paper Fifth**

**Industrial Management and Accountancy**

*Time : Three Hours]*

*[Maximum Marks:70*

**Note: Attempt any five questions. All questions carry equal marks.**

1. What are Principles of sales promotion? Discuss advertising, ethics of sales, merchandising, literature, detailing Recruitment in details.
2. What are Market Research? Discuss Estimating industry sales, market share & future demand in details.
3. What are Budget and its types? Discuss financial budget, expenditure budget, performance budgeting in details.

4. What are materials Management? Discuss basic principles of materials management major areas, scope, purchase, stores, inventory control and evaluation of materials management in details.
5. What are Economics? Discuss general principles of insurance and inland and foreign trade, procedure of exporting and importing good in details.
6. What are Principles of Accountancy? Discuss Bank reconciliation statement, rectification of errors, Profits and Loss Account, balance sheet, purchase keeping and pricing of stocks, treatment of cheques in details.
7. Write the short note on (Any Two)
  - (A) Record Keeping
  - (B) Planning
  - (C) Communication
  - (D) Creativity

**P.T.O.**

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