

**Assessment tools for certification  
in the discipline "Pharmaceutical marketing"  
for students of the educational program specialist  
in the specialty 33.05.01 Pharmacy,  
direction (profile) Pharmacy,  
full-time of study  
for the 2023-2024 academic year**

1. assessment means for the current certification of the discipline

Current certification includes the following types of tasks: testing, solving situational problems, control work, writing and defense of essays, interview on control questions.

1.1 Examples of test tasks

1. The term marketing is from the English "market" and translates as:

- A) market
- B) need
- C) supply
- D) demand
- E) transaction

2. The objective of conversion marketing is to:

- A) changing negative demand
- B) revitalizing demand
- C) maintaining the balance of demand
- D) maintaining the emerging demand
- E) maintaining fluctuating demand

3. Remarketing is aimed at:

- A) revitalizing demand
- B) maintaining the balance of demand
- C) changing negative demand
- D) maintaining an emerging demand
- E) maintaining fluctuating demand

4. Synchromarketing is used:

- A) in conditions of fluctuating demand
- B) in conditions of negative demand
- C) in conditions of balanced demand
- D) in conditions of increasing demand
- E) in conditions of emerging demand

5. The need for goods in marketing is understood as:

- A) a realized need for goods
- B) consumption of goods
- C) assortment of goods
- D) form of manifestation of need
- E) commercial exchange

6. Supply in marketing is understood as:

- A) assortment of goods
- B) consumption of goods
- C) a realized need for goods
- D) a form of manifestation of need
- E) commercial exchange

E) commercial exchange

7. A transaction in marketing refers to:

- A) a commercial exchange
- B) consumption of goods
- C) assortment of goods

- D) a form of manifestation of need
- E) a realized need for goods
- 8. Which principle is the basis of ABC-analysis:
  - A. Pareto principle
  - Б. The matching principle
  - В. Principle of complementarity
  - Г. Domino principle
  - Д. The principle of customer confidence
- 9. A product can become a brand only if it has:
  - A. significant advantages over other products
  - Б. competition
  - С. a financial advantage over other products
  - Д. strategic planning
  - Е. advertising
- 10. In XYZ analysis Which category does the "Z" score correspond to:
  - A. a commodity with irregular consumption
  - Б. a product with seasonal fluctuations in consumption
  - С. a product with stable consumption
  - Д. a good with a high level of profitability
  - Е. a good with a low level of profitability

#### 1.2 Example of a situational task

The price elasticity of demand for the drug "Sonoton" is equal to 1.2. Determine the profit (loss) from the price reduction by 35 kopecks, if before the price reduction the sales volume was 400,000 units at a price of 3.5 rubles per unit, and the total costs were equal to 600,000 rubles (including fixed costs - 200,000 rubles) for the entire production volume.

#### 1.3 Example of a control work variant

Control work № 1

Ticket No. 1

1. Basic categories of marketing. Stages of marketing development. Marketing of the XXI century.
2. Brand positioning in the pharmaceutical market. Formation of consumer loyalty to the brand of the company.

#### 1.4. Writing an essay.

Approximate topics of abstracts. Students can propose their own topic within the discipline.

1. Modern consumer of pharmaceutical products (medical and sociological research).
2. Commodity audit of a specific product (drug, parapharmaceuticals, other goods of pharmacy assortment) using known marketing methods of product analysis.
3. Comprehensive marketing analysis of sales dynamics of a specific product (medicinal product, other goods of pharmacy assortment).
3. Pharmaceutical market. Categories of marketing. Tasks and role in providing the population with medicines.
4. Demand. Need. Norms of stocks of medicines in medical and pharmacy organizations.
5. Basic provisions and procedure for procurement of medicines (by example of a separate group of medicines).
6. Evaluation of competitiveness of analog medicinal products (on the example of specific medicinal products).

7. Development of a promotion plan for a specific over-the-counter medicinal product (using specific medicinal products as an example).
8. Features of the type of dosage form and packaging on the process of promotion of a medicinal product in the pharmaceutical market (on the example of specific medicinal products).
9. Modern information and communication technologies to ensure pharmaceutical activity in solving professional tasks.
10. Market segmentation of pharmaceuticals and pharmacy assortment goods.
11. analyze the marketing activities of a specific pharmacy (or pharmacy network).
12. Comparative analysis of loyalty programs of pharmacy chains (by the example of one of the pharmacy chains of choice).
13. Analysis of communication activity of pharmacy organizations in social networks and on the Internet.
14. Development of a marketing action plan for a specific pharmacy organization.
15. Analyzing the dynamics of sales of a particular group of drugs or a group of products of the pharmacy assortment of goods.
16. Pharmaceutical environment. Types of consumers of pharmaceuticals.
17. Features and effectiveness of pharmaceutical product presentation.
18. Modern methods and approaches to ensuring the quality of pharmaceutical care.
19. Basic provisions of the organization of pharmaceutical care in medical organizations.
20. Pharmaceutical marketing: objectives, forms, principles, functions

#### 1.5 Examples of control questions for the interview.

1. Terms. Definitions. Basic categories of marketing.
2. Stages of marketing development. Marketing of the XXI century.
3. Concepts of marketing.
4. The concept of social and ethical marketing in pharmacy
5. Pharmaceutical marketing: objectives, forms, principles, functions.

#### 2. Assessment tools for interim certification of the discipline

Intermediate certification is held in the form of a credit.

Intermediate certification is an interview.

#### 2.1 List of questions for the interview

№	List of interview questions
1.	Theoretical foundations of pharmaceutical marketing
2.	Structure of the pharmaceutical market
3.	Basic categories of marketing: need, necessity, demand.
4.	Types of demand Elasticity of demand
5.	Assortment policy of the pharmaceutical organization.
6.	Principles of forming the stock of goods in the pharmacy organization from the marketing point of view.
7.	Life cycle of medicines and pharmacy products
8.	Strategy of "assortment portfolio" formation. Brands
9.	Practice of research and development of medicines and pharmacy goods assortment
10.	Principles of pricing on the pharmaceutical market
11.	Types of prices. Pricing strategies
12.	Competitive pricing.
13.	Modern methods and approaches to ensuring the quality of pharmaceutical care
14.	Organization of pharmaceutical care in medical organizations
15.	Pharmaceutical assistance to categories of citizens entitled to free and discounted drug provision
16.	Federal and regional levels of preferential provision of citizens for certain diseases.

17.	Rules of effective presentation of a pharmaceutical product
18.	Use of Internet technologies in pharmaceutical marketing and drug provision
19.	Principles of product promotion in the pharmaceutical market. Influence of technological, social aspects on the choice of product promotion strategy
20.	Segmentation of the market of medicines and pharmacy assortment goods
21.	Positioning of drugs in the pharmaceutical market
22.	Competition in the pharmaceutical market
23.	Study of demand for pharmaceuticals. Choosing a supplier of goods to the pharmacy
24.	Study of demand for goods of pharmacy assortment
25.	Innovative forms of pharmaceutical services to the population
26.	Marketing importance of dosage form and packaging
27.	Principles of forming consumer loyalty
28.	Factors shaping the consumption of medicinal products.
29.	Methods of determining the need for drugs of different pharmacotherapeutic groups.
30.	Merchandising as an element of trade marketing, concept, essence, scope of application, basic elements and principles.
31.	Price. Functions of price. Formation of retail prices in pharmacy organizations.
32.	The system of regulation of prices for medicines
33. y	Selection of pricing strategy depending on the stage of the life cycle of drugs.
34.	Competitiveness of pharmaceuticals.
35.	Market system in the Russian Federation. Signs of market economy. Types and models of markets. Features of the pharmaceutical market and the economy of the pharmacy organization.
36.	The law of demand. Factors of demand. Features of the formation of demand for goods of the pharmacy assortment.
37.	The law of supply. Factors of supply.
38.	Features of advertising of medicines, biologically active supplements and other goods of the pharmacy assortment, ND
39.	Laws of consumer behavior of pharmacy goods and services.
40.	The procedure for obtaining goods from suppliers by the pharmacy

The full fund of assessment tools for discipline / practice is available in the EIES of VolgSMU at the link:

<https://elearning.volgmed.ru/course/view.php?id=8224>

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