

Management and economics of pharmacy. 7th semester.

Lesson 7.

Control work No. 1 (topics of classes 1-6)

Questions for preparation.

Questions from topic 1.

1. Pharmaceutical economy. Give a definition. The field of research of pharmaceutical economics.

2. What macroeconomics and microeconomics study.

3. Qualitative and quantitative characteristics of pharmacy activity.

4. The economic environment of the pharmacy. External and internal environment

Questions from topic 2.

5. Economic analysis. Definition. The importance of economic analysis

6. Indicators in the economic analysis of the pharmacy

7. Values in the economic analysis of the pharmacy

Questions from topic 3.

8. The main types of intra-company planning of pharmacy organization activities.

9. Regulatory and balance methods of planning

10. Strategic planning of economic activity: stages and strategy options.

11. Tactical and operational planning of the economic activity of the pharmacy organization.

Questions from topic 4.

12. Demand. The amount of demand. The law of demand.

13. Elasticity of demand and ways to measure it.

14. Price factors of demand.

15. Non-price demand factors.

Questions from topic 5.

16. Product offer on the consumer goods market. The value of the offer.

17. The law of supply. Elasticity of the offer.

18. Price and non-price factors of the offer.

19. Market equilibrium. Consequences of price deviation from the equilibrium position.

Questions from topic 6.

20. Price, definition, price functions

21. Types of prices, price structure.

22. Trips to the formation of prices for goods in the pharmacy.