

Lesson 17.

Control of knowledge, abilities, skills on topics from 12 to 16.

Questions:

1. Define the terms: consumer, seller, consumer protection, shortage of goods, significant deficiency of goods (work, services), safety of goods.
2. Based on the requirements of the law “On the Protection of Consumer Rights,” list the rights of buyers of pharmacy organizations.
3. General rules for the sale of goods under a retail purchase and sale agreement.
4. Remote method of selling goods: consumer rights and seller obligations.
5. Main violations during the dispensing of medicines.
6. Rules for replacing goods of inadequate quality.
7. Deadlines for satisfying individual consumer requirements.
8. Types of liability for violation of consumer rights by pharmacy employees.
9. Pharmaceutical activities: definition, subjects of pharmaceutical activities.
10. Licensing of pharmaceutical activities: concept, goals, essence. License, licensee: definition, requirements. presented to the licensee.
11. Preparatory work carried out to obtain a license.
12. The procedure for licensing pharmaceutical activities.
13. License for the activities of a pharmacy organization related to the trafficking of narcotic drugs
14. Supervision of licensing of pharmacy organizations.
15. Business plan: definition, purpose of business planning, taking into account the characteristics of the social significance of a pharmacy organization.
16. Business planning tasks. Business plan structure.
17. Types of business plans.
18. Algorithm for developing a business plan.
19. Summary and marketing part of the business plan
20. Economic part of the business plan
21. Financial part of the business plan
22. Entrepreneurial risk: classification, functions
23. Methods of managing business risks.
24. Planning of marketing activities.
25. Types of marketing plans.
26. Elements of marketing strategy and development model.
27. Models of marketing strategies.
28. Development of a strategic plan. Structure, plan elements.
29. Strategic marketing planning tools.
30. Tactical marketing planning.