

**Seminar lesson number 2**

**TOPIC "Use value of goods.1 Usefulness of pharmaceutical products. Use and exchange value. 2 Consumer properties of medical and pharmaceutical products.1 Consumer properties that determine the quality of medical and pharmaceutical products.2 "**

**Purpose of the lesson:**

1. Deepening, consolidating and systematizing the theoretical knowledge gained in lectures and during independent work with the recommended literature.
2. The study of consumer properties of medical and pharmaceutical products.
3. The student must master certain competencies.

**The main questions to be discussed at the seminar:**

1. Use value and usefulness of the goods. Individual and social use value.
2. Definition of the concept of "consumer".
3. Consumer properties, characteristics.
4. Characteristics of groups of consumer properties - social, functional, reliability, safety, ergonomic, aesthetic, environmental.
5. Consumer properties that determine the quality of medical products.
6. Indicators for assessing the consumer properties of medical and pharmaceutical products.

**The use value of a product** manifests itself in the form of its usefulness and is determined by the cumulative effect of the use properties necessary to satisfy the material, cultural and biological needs of a person.

**Utility** is the overall satisfaction derived from the consumption of goods or services.

The monetary expression of exchange value is price.

**Utility turns** the product of labor into a commodity that has a use value.

**The use value of a good** is an economic category that manifests itself when a good is used.

**Write down the definition of the following terms:**

"Consumer" (in accordance with the Federal Law "On Protection of Consumer Rights" -

**Consumer** - a citizen who intends to order or purchase or ordering, acquiring or using goods (works, services) solely for personal, family, household and other needs not related to entrepreneurial activities;

**A need is a conscious necessity**, which is objective in nature and depends on the level of the material and spiritual life of society.

**Individual use value** is the value of such products of labor that are created for their own consumption by their producers, and not for others.

**Social use value** is inherent in the products of labor, which are created not for the personal consumption of the producer, but for other members of society. Social use value is estimated from the standpoint of social needs. The consumption of goods is inherently social in nature. Produced goods serve to meet the needs of society.

**Types of consumer properties** that determine the quality of medical and pharmaceutical products:

1. **Social properties** that have a clearly defined focus on that part of the population that needs medical care. Therefore, along with a social orientation, these goods should also have a nosological orientation.
2. **Functional properties** characterize the main purpose of goods, contribute to the successful use of goods in the consumption process.
3. **Reliability properties** - characterized by such indicators as durability, wear, failure-free operation, storability, maintainability, etc.

**4. Ergonomic properties** characterize the convenience and comfort of using the product. Ergonomic properties include anthropometric, heat-shielding, physiological (hygienic), psychophysiological and

psychological.

**5. Aesthetic properties** are characterized by properties: informational expressiveness, integrity of the composition, rationality of form, perfection of production performance and stability of the presentation.

**6. Safety properties** - a feature of the product, which determines the least risk state, limited by acceptable standards. During production, storage, transportation, operation or consumption, goods must be safe, i.e. should not harm the life and health of the consumer.

**7. Ecological properties** characterize the ability of goods to influence the environment during their production (growing, processing), storage, transportation, consumption or operation and disposal. Ecological properties characterize the degree of protection of the environment from the harmful effects of man, the consequences of scientific and technological progress. Pollution of the environment (soil, water bodies, air) inevitably affects the quality of food and, in general, the quality of life.

Test control (for evaluating the output level)

to lesson number 2

3 course 5 semester

1. The ability of a product to satisfy specific human needs is called:

- a) need
- b) quality;
- c) monetary value.

2. The consumer (according to the international standard) is:

- a) the recipient of the products provided by the supplier;
- b) a pharmacy visitor who came for a medicine;
- c) a patient who came to the doctor;

3. A product (in commodity science) is ...

- a) the subject of the sale;
- b) any products or materials that cannot be dispensed with;
- c) a product of labor intended for sale in order to satisfy some need;

4. The cost of goods is:

- a) monetary;
- b) consumer;
- c) exchange

5. The group of ergonomic properties of pharmaceutical and medical products includes indicators:

- a) psychophysiological;
- b) psychological;
- c) morphological.

6. Indicators characterizing the compliance of the goods with the human senses are called:

- a) psychophysiological;
- b) spiritual;
- c) anthropometric;

7. The group of social properties of pharmaceutical products and medical products includes indicators:

- a) safety;
- b) affordability;
- c) contraindications;

8. Indicators characterizing the compliance of the product and its parts with the power and speed capabilities of the human body are called:

- a) psycho-physiological;
- b) spiritual;
- c) anthropometric;

9. Need is:

- a) the desire to buy something;
- b) a need for something that requires satisfaction;
- c) overall satisfaction with the product resulting from its purchase;

10. A group of consumer properties of pharmaceutical products, which evaluates the shape, appearance, color scheme, surface condition:

- a) functional;
- b) ergonomic;
- c) aesthetic;

11. The total satisfaction from the product, obtained from the consumption of goods and services is called \_\_\_\_\_ of the product.

- a) utility
- b) quality;
- c) exchange value;