

Examination questions in Management and Marketing

1. Subject of Pharmacy Management, Tasks, General and Specific Functions, Importance;
2. Methods of successful activity of development of pharmacy management;
3. Economical method;
4. Organizational method;
5. Administrative method;
6. Socio-psychological method;
7. Evolution of management ideas;
8. Environment of pharmaceutical institutions;
9. Internal and external environment of the pharmaceutical institution;
10. Internal variable aspects of the institution/organization;
11. Functions of the pharmacy manager;
12. Manager characteristics;
13. Structure of organization taking into account management systems;
14. Principles of establishment of an institution;
15. General characterization of the institution;
16. Resources;
17. Connection with the outside world;
18. Horizontal division of labour;
19. Vertical division of labor;
20. The need for management;
21. Management and its levels;
22. Importance of the management of the institution and the social environment.
23. Types of labour division and their important aspects;
24. Labour distribution by hierarchical levels;
25. Impact Factors and Environmental Characteristics;
26. Identify factors identifying the action;
27. Evaluating environmental characteristics for successful management of the institution;
28. Manager and entrepreneurship in pharmacy;
29. Characteristics of Successful Manager;
30. Manager at a pharmaceutical facility;
31. Characteristics of pharmaceutical production management;
32. Parts of the business plan;
33. Product production plan;
34. Financial plan;
35. Risk, factors to consider in the writing process of business plan;
36. Functions of the management process;
37. Separation of management and non-governmental functions;
38. Creative Importance of Management;
39. Realization of management functions;
40. Motivation and Control of the Institution;
41. Planning of the institution for the purpose of establishing a goal;
42. Strategic planning;
43. Effectiveness and interdependence of efficiency;
44. Practical realization of decision making;
45. Parts of the plan and their peculiarities;

46. Manufacturing in various types of pharmaceutical organization;
47. Features of Pharmaceutical Staff Management;
48. Social Responsibility;
49. Consideration of the norms of pharmaceutical ethics and deontology;
50. Marketing - subject, tasks, meaning;
51. Evolution of marketing;
52. Marketing terminology;
53. Marketing subject, tasks, meaning; Historical reviews;
54. Marketing classification;
55. Types of marketing formed as a result of evolution;
56. Marketing terminology;
57. Pharmacy Marketing Management Strategy;
58. Marketing management process;
59. The process of managing the pharmacy marketing and its purpose;
60. Elements of marketing management process;
61. Organizational models of marketing management;
62. Market, study of pharmaceutical market strategy;
63. Quantitative characteristics of the market;
64. Market segment and segmentation;
65. Factors acting on the quantitative characteristics of the market;
66. Non -differentiated, differentiated, and concentrated marketing;
67. Massive, commodity-different and targeted marketing;
68. Targeted Market;
69. Diversification;
70. Market window;
71. Market niche;
72. Demand and its faces;
73. Goods and its types in marketing;
74. Assortment Policy;
75. The life cycle of goods;
76. Goods, consumer value of goods and consumer properties;
77. Competitiveness of the goods;
78. Commodity assortment;
79. Ways to expand the commodity assortment (ascending, descending and bilateral saturation);
80. Phases of the life cycle of goods;
81. Competition. Types: (market, internal, inter -disciplinary);
82. Key factors of success;
83. Developing competitive strategies;
84. Distribution methods of goods - wholesale and retail sale; Types of wholesale and retail resellers;
85. Competitors' positions in the market;
86. Formation of key policy;
87. Movement channel and its levels;
88. Key methods, systems, vertical marketing systems;
89. Marketing environment and types (micro- and macro-environment);

- 90 Zero, one, two and three -level channels of goods;
91. Marketing micro-environment;
92. Marketing macro-environment;
93. Formation of communication policy;
94. Advertising
95. Classification of advertising;
96. Theoretical models of advertising action;
97. Formation of request;
98. Stimulation of the key;
99. Public Relations System (PR);
100. Basics of Information Marketing; Marketing control;
101. Information Marketing and Types of Information in Marketing;
102. Marketing research systems;
103. Types of Marketing Contro