

№	krok 2017-2018, 2012
Topic	Management functions
Task	A pharmaceutical company focuses on selling a diverse range of products covering different customer groups and regions. What kind of organizational structure is typical for such company?
Correct answer	Divisional
B	Bureaucratic
C	Functional
D	Centralized
E	Decentralized
№	krok 2017-2018
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	A pharmacist has a labour dispute with the pharmacy administration about rescheduling his annual vacation leave. The employee can appeal against the decision of the pharmacy administration to the following body:
Correct answer	Labour disputes committee (LDC)
B	Trade union committee
C	Highest management bodies of pharmaceutical service at the regional level
D	The Ministry of Public Health of Ukraine
E	Commercial court
№	krok 2017-2018
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	What concept can be described as "... an area of exchange with its characteristic system of economic relations between goods manufacturers and consumers"?
Correct answer	Market
B	Marketing
C	Sales
D	Agreement
E	Management
№	krok 2017-2018, 2013
Topic	Management of human resources and personnel of organization. Labor relations at the market

Task	Collective labour agreement is concluded by a trade union committee with the business owner on behalf of the workforce. Any collective agreement is worked out in written form. Which article of the Labour Code regulates the duration of the collective agreement?
Correct answer	17
B	36
C	38
D	40
E	41
№	krok 2017-2018
Topic	Organization as an object of management
Task	A set of values, traditions, behavioral norms, and views inherent to an organization characterizes its following feature:
Correct answer	Culture
B	Success
C	Profitability
D	Capitalization level
E	Self-development capability
№	krok 2017-2018, 2019
Topic	Marketing activities of pharmaceutical enterprises
Task	For better coverage of various markets the "Lubnyfarm" company sells a portion of its production through its own chain of pharmacies, another portion is being sold through distributors, and the third - through pharmacies of another business owners. What marketing system of distribution is applied by this company?
Correct answer	Multichannel
B	Horizontal
C	Corporate
D	Contractual
E	Administered
№	krok 2017-2018
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	One of the most important market characteristics is a goods economic trend. What economic trend can be characterized by relative stability of high prices and the highest activity of manufacturers and customers?
Correct answer	High (stable)

B	Subsiding
C	Downward
D	Sluggish
E	Low
№	krok 2017-2018, 2019
Topic	Price, pricing, pricing policy of pharmaceutical and pharmaceutical enterprises
Task	The market can be characterized by the following conditions: there are many sellers and buyers, who have no influence over current prices; similar and interchangeable competing goods are available; there are no price limits. What type of market is it?
Correct answer	Pure competition
B	Monopolistic competition
C	Oligopoly
D	Pure monopoly
E	Economic planning
№	krok 2017-2018
Topic	Price, pricing, price policy of pharmaceutical enterprises.
Task	Manufacturer's marketing department detected negative demand for a certain goods. What would be the marketing task? What type of marketing should be applied?
Correct answer	Demand making, conversion marketing
B	Demand leveling, synchromarketing
C	Demand increase, remarketing
D	Demand decrease, demarketing
E	Demand stimulation, promotional marketing
№	krok 2017-2018
Topic	Marketing communications policy
Task	Highly convincing approach to informing the population about the company and its products, commercial promotion of high use value of the goods and proper conduct of business by the company, actions intended to prompt purchase of goods by both active and potential customers are all characteristic of:
Correct answer	Advertisement
B	Trademark
C	Marketing
D	Communications

E	Supply
№	krok 2017-2018, 2019
Topic	Communicative processes in management
Task	A process dealing with drawing the documents, their processing, circulation and storage is called records management. If all documents circulate through one organisation center, - office desk, - then such system of records management is called:
Correct answer	Centralized
B	Decentralized
C	Mixed
D	Referent
E	Specialized
№	krok 2017-2018, 2019
Topic	Price, pricing, price policy of pharmaceutical enterprises.
Task	A pharmaceutical manufacturer sets the price for a drug basing on its prime cost with premium. What model of pricing is it?
Correct answer	Cost-based
B	Competitive
C	Demand-based
D	Supply-based
E	Breakeven
№	krok 2017-2018
Topic	Organization as an object of management.
Task	Lately the "Phytopharm" pharmaceutical company has been forced to decrease its production volume and range of goods. Not only does the company head manager demonstrate no managerial abilities, but he also appears to be completely disinterested in the running of the business and executes no control over it. Determine the leadership type of the head manager in this case:
Correct answer	Liberal
B	Democratic
C	Directive
D	Authoritarian
E	Autocratic
№	krok 2017-2018, 2019
Topic	Management functions.

Task	The "Medpharm" wholesale pharmaceutical firm employs a system that encourages its managers to achieve better results in sales by assigning them points for surpassing their sale goals. The points then become converted into material remuneration. This way the company management carries out the following management function:
Correct answer	Motivation
B	Organization
C	Control
D	Delegation
E	Planning
№	krok 2017-2018, 2020
Topic	Sales promotion and other ways of marketing communications.
Task	To retain full control over its trade operations on the regional market, the "Fitoprom" pharmaceutical company conducts its marketing policy without any intermediate parties. Name the marketing practice that excludes the middleman:
Correct answer	Direct
B	Combined
C	Mixed
D	Mediated
E	Indirect
№	krok 2017-2018
Topic	Organization as an object of management.
Task	A certain management style can be characterized by the following features: the authority is highly centralized; work duties of the employees are very structured; the ability of employees to make decisions is extremely limited; strict compliance with numerous rules and regulations is prioritized. Name this management style:
Correct answer	Authoritarian
B	Democratic
C	Collective
D	Liberal
E	Direct
№	krok 2017-2018
Topic	Marketing activities of pharmaceutical enterprises
Task	Number of mediators that pharmaceutical goods pass on their way from manufacturer to consumer is called:
Correct answer	Length of distribution channel

B	Level of distribution channel
C	Width of distribution channel
D	Volume of distribution channel
E	-
№	krok 2017-2018
Topic	Marketing communications policy
Task	To increase its sales, the "Have a good day!" pharmacy introduced a discount system. According to this system if a customer buys 100 UAH worth of medical products, this customer receives 2% discount. What marketing communication has this pharmacy implemented?
Correct answer	Consumer-oriented sales promotion
B	Middlemen-oriented sales promotion
C	Personal sale
D	Public relations, sponsorship
E	Salesmen-oriented sales promotion
№	krok 2017-2018
Topic	Marketing communications policy
Task	A pharmacy offers to its customers a chance to measure their blood pressure. What type of goods is it?
Correct answer	Service
B	Convenience goods
C	Nondurable goods
D	Specialty goods
E	Unsought goods
№	krok 2017-2018, 2020
Topic	Sales promotion and other ways of marketing communications
Task	Several independent mediators work in resale of medical equipment. What group of mediators includes persons and legal entities that specialize in sales of durable goods that require considerable after-sales service?
Correct answer	Dealer
B	Broker
C	Commission agent
D	Consignee
E	Agent

№	krok 2017-2018
Topic	The main provisions of pharmaceutical marketing.
Task	A pharmaceutical company has divided its customers into groups based on their gender, age, and size of their families. What approach to market segmentation is the basis of this customer division?
Correct answer	Demographic
B	Geographic
C	Socioeconomic
D	Psychographic
E	Behavioral
№	krok 2017-2018
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	To decrease business risks, a pharmaceutical company decided to expand its activity and penetrate into new market (to open a fitness center). Name this process:
Correct answer	Diversification
B	Intensification
C	Conglomeration
D	Modernization
E	Integration
№	krok 2017-2018
Topic	Management functions. Managing decision making.
Task	Hierarchic structure of the <i>Agapetus</i> pharmacy management foresees that authority is being passed on directly from the pharmacy manager to the employees. Specify this type of authority:
Correct answer	Line
B	Functional
C	Line and staff
D	Divisional
E	Matrix
№	krok 2017-2018
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	A pharmacist approached the chief manager of the pharmacy with a request for pay raise. The chief manager turned down this request. What type of conflict is it?

Correct answer	Interpersonal conflict
B	Intrapersonal conflict
C	Dysfunctional conflict
D	Intergroup conflict
E	Conflict between individual and group
№	krok 2017-2018
Topic	Management functions.
Task	Product sales manager of a pharmaceutical company was tasked with sales program inspection and given 10 days to complete this task. The manager completed this task within 5 days and expects to be rewarded with a bonus. What theory of achievement motivation is based on expectation of a certain event?
Correct answer	Vroom's expectancy theory
B	Maslow's hierarchy of needs
C	Herzberg's two-factor theory
D	McClelland's theory of needs
E	McGregor's Theory X and Theory Y
№	krok 2017-2018
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	The management plans to open a new pharmacy in one of the local villages. Such activity can be identified as:
Correct answer	Growth strategy
B	Vertical integration
C	Horizontal integration
D	Conglomerate diversification
E	Horizontal diversification
№	krok 2017-2018
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	To minimize business risks, the board of directors of a pharmaceutical company decides to expand into a market of plant protection products. Such approach to risk management is called:
Correct answer	Diversification
B	Insurance
C	Intensification
D	Integration



E	Consolidation
№	krok 2017-2018
Topic	Pharmaceutical marketing management process
Task	According to ecological survey, a certain pharmaceutical manufacturer holds the first place among the local "green" industries. What marketing concept is chosen by this manufacturer in relations with its customers?
Correct answer	Socio-ethical marketing
B	Product development
C	Intensification of commercial effort
D	Production development
E	Integrated marketing
№	krok 2017-2018, 2019
Topic	Marketing activities of pharmaceutical enterprises.
Task	Publicly-owned "Isotope" factory is the only manufacturer of radiopharmaceuticals in Ukraine. What type of distribution is characteristic of radioactive drugs?
Correct answer	Exclusive
B	Selective
C	Intensive
D	Sample
E	Bulk
№	krok 2017-2018
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	A pharmaceutical company plans to introduce traditional herbal remedies to new markets. What marketing opportunity according to Ansoff Matrix was used by the company?
Correct answer	Market development
B	Market penetration
C	Product development
D	Diversification
E	Consolidation
№	krok 2017-2018
Topic	Marketing communications policy

Task	<i>Calendula Ointment</i> is placed on the shelf next to <i>Dr. Theiss Calendula Ointment</i> . What approach to the shelf layout is used in this pharmacy?
Correct answer	Among competitors
B	Corporate block layout
C	By package size
D	Doubling product facings
E	Seasonality
№	krok 2017-2018, 2020, 2021
Topic	Organization as an object of management
Task	The chief manager of a pharmacy designs its organizational structure and job descriptions for its employees. These arrangements belong to the following management method:
Correct answer	Organizational
B	Economic
C	Legal
D	Simulation
E	Psychosocial
№	krok 2017-2018
Topic	Management functions. Managing decision making.
Task	Strategic planning of pharmaceutical companies consists of several consecutive stages. What stage is the final one?
Correct answer	Strategy assessment
B	Setting goals and tasks
C	Environment assessment and analysis
D	Analysis of organisation's internal strength and weaknesses
E	Choice of strategy
№	krok 2017-2018
Topic	Communicative processes in management
Task	A pharmacist approached the chief manager of the pharmacy with a proposition to introduce an additional service for their customers - blood pressure measurement. What type of communication is it?
Correct answer	Vertical ascending
B	Vertical descending
C	External

D	Intra-level
E	Horizontal
№	krok 2017-2018
Topic	Theoretical foundations of management.
Task	A manager of a wholesale pharmaceutical company is responsible for relaying various tasks to the employees and supervises the fulfillment of assigned tasks. What management level corresponds with these duties?
Correct answer	Technical
B	Administrative
C	Institutional
D	Top-level
E	Middle-level
№	krok 2017-2018
Topic	Marketing research and the information. Marketing information systems
Task	A "Sunrise" pharmacy chain has changed the placement of medical products on its shelves and in the shop windows, to study what effect would this merchandising tactics have on the sales amount. What method of marketing research was used by this pharmacy chain?
Correct answer	Experiment
B	Panel
C	Survey
D	Observation
E	-
№	krok 2017-2018, 2019
Topic	Price, pricing, pricing policy of pharmaceutical and pharmaceutical enterprises
Task	A pharmaceutical company lowered its price for a certain drug due to strong competition and decreasing demand for this drug. What is the purpose of such price policy?
Correct answer	To ensure business survival
B	To maximize profits
C	To create the image of high-quality medicine manufacturer
D	To gain leadership due to high quality of manufactured medicines
E	-
№	krok 2017-2018, 2019

Topic	Management and entrepreneurship
Task	What activity of a pharmaceutical company includes improvement of employees' working and living conditions, healthcare and medical insurance and other means of social development?
Correct answer	Social responsibility
B	Commercial activity
C	Financial activity
D	Industrial activity
E	Charity
№	krok 2017-2018
Topic	Organization as an object of management
Task	What variable of the internal environment of the "Provisor" pharmacy can be described as the ways of transformation of component materials (medicinal agents "an gross") into end product (various dosage forms)?
Correct answer	Technologies
B	Mission
C	Tasks
D	Structure
E	Human resources
№	krok 2017-2018, 2019
Topic	Communicative processes in management
Task	The documents of a pharmaceutical company are being received and sent in a centralized manner; the documents are stored, drawn-up, registered, and assembled into cases both in the Office Desk of the company and the company's divisions. Specify this type of records management system:
Correct answer	Mixed
B	Centralized
C	Decentralized
D	Referent
E	-
№	krok 2017-2018
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	Employees of a wholesale pharmaceutical company have undergone an assessment for their compliance with the requirements of their respective positions. Specify the type of human resources assessment:

Correct answer	Concluding
B	Preliminary
C	Concurrent
D	Financial
E	-
№	krok 2017-2018
Topic	International marketing
Task	In the process of pharmaceutical company entering an offshore market the traditions and customs, religion, system of values, and education level of the local population were analyzed. What factors of international marketing environment were researched?
Correct answer	Sociocultural
B	Political
C	Economic
D	Legal
E	Technological
№	krok 2017-2018
Topic	Marketing communications policy
Task	What means of demand stimulation can be applied by pharmacy management among its employees?
Correct answer	Bonuses
B	In-store advertising
C	Layout of medical products in shop- windows and on shelves
D	Coupons
E	-
№	krok 2014
Topic	A study of the drug market
Task	Among the given principles of market segmentation select a principle that is used in the study of drug market most often:
Correct answer	Demographic
B	Behavioral
C	Psychological
D	Psychographic
E	Socio-economic

№	krok 2014
Topic	Communicative processes in management
Task	Personnel records refer to the following type of documents:
Correct answer	Managerial
B	Pharmaceutical
C	Scientific
D	Directive
E	Reference information
№	krok 2014
Topic	Sales promotion and other ways of marketing communications
Task	A manufacturing enterprise plans to retail a new drug through the corporate network of pharmacies. What strategy of drug distribution will be used?
Correct answer	Direct
B	Multi-echelon
C	Flexible
D	Horizontal integration
E	Vertical integration
№	krok 2014
Topic	Theoretical foundations of management.
Task	In a pharmaceutical company both American and Japanese management styles are used. Select a characteristic feature of the Japanese management style:
Correct answer	Collective responsibility
B	Individual decision-making process
C	Fast evaluation and career advancement
D	Clearly formalized management structure
E	Short-term employment
№	krok 2014
Topic	Advertising in the pharmaceutical marketing system
Task	Drug A is in the stage of market saturation. In order to push up intensive sales, management of the manufacturing company decided to use the following type of advertising:
Correct answer	Aggressive

B	Informational
C	Personal sales
D	Sales promotion
E	Public relations
№	krok 2014
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	Within the matrix of Boston Consulting Group, a certain drug refers to a group of products called "milking cash cows". Specify the stage of the lifecycle of this drug:
Correct answer	Maturity
B	Introduction
C	Decline
D	Growth
E	Withdrawal
№	krok 2014
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	All employees are entitled to annual leave. What is the duration of the additional leave for pharmacy employees with non-standard working hours?
Correct answer	Seven calendar days
B	The additional leave is not granted
C	Ten calendar days
D	Twenty calendar days
E	Thirty calendar days
№	krok 2014, 2013
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	Industrial, labor and socio-economic relations between the head of a pharmaceutical company and the employees are regulated by:
Correct answer	Collective agreement
B	Employment agreement
C	Corporate code
D	Contract
E	Statute

№	krok 2014
Topic	Marketing communications policy
Task	Arrangement of drugs in the retail space of a pharmacy can be characterized as either strong or weak. What arrangement of drugs is regarded as weak?
Correct answer	On the lower shelves
B	At the intersection of the ranks of shelves
C	The shelves on the right side as the buyers pass along
D	Cashier desk zone
E	Zones with a good frontal look
№	krok 2014
Topic	Management functions
Task	The head of a pharmaceutical company "Azalea" applies different types of control. The control which starts with logging in to the system of organization before commencement of work and is exercised through rules, procedures, etc. refers to:
Correct answer	Preliminary control
B	Current control
C	Final control
D	Decentralized control
E	Centralized control
№	krok 2014
Topic	A study of the drug market
Task	A pharmaceutical company studies the market situation in terms of a relationship between supply and demand, price level, stock of goods, etc. What is the company's actual object of study?
Correct answer	Market behaviour
B	Conditions for the market existence
C	Market scope
D	Market structure
E	Market infrastructure
№	krok 2014
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	What style of behavior in conflict situations involves partial satisfaction of the interests of both parties by mutual concessions with due consideration of all pros and cons?



Correct answer	Compromise
B	Cooperation
C	Dominance
D	Competition
E	Evasion
№	krok 2014
Topic	Management functions
Task	The head of a wholesale pharmaceutical company applies modern theories in order to effectively motivate sales staff and determine the amount of remuneration. Specify one of the groups of motivation theories:
Correct answer	Process
B	Structural
C	Primary
D	Secondary
E	System
№	krok 2012, 2010
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	A pharmaceutical enterprise that has achieved high sales rates and customers' recognition will reach the highest profit at the following stage of the product life cycle:
Correct answer	Maturity
B	Market penetration
C	Growth
D	Decrease
E	Development
№	krok 2012, 2010
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	A pharmacy manager is working out a schedule for a pharmacist who is responsible for prescription reception and drug serving out. What is the weekly working time for one employee?
Correct answer	36 hours
B	38 hours
C	40 hours
D	30 hours

E	Irregular working week
№	krok 2012, 2011, 2010
Topic	Sales promotion and other ways of marketing communications
Task	For the purpose of sales stimulation a pharmaceutical wholesale company grants its customers a discount according to the social contract and on condition of their loyalty. Specify the type of discount:
Correct answer	Bonus
B	Dealer
C	Seasonal
D	Discounts for quantity of purchased goods
E	-
№	krok 2012
Topic	The main provisions of pharmaceutical marketing.
Task	A manufacturing company initiates changes to the package insert of a drug aimed at limitation of its use. What type of marketing is used by the company in this case?
Correct answer	Counteractive
B	Conversion
C	Remarketing
D	Synchromarketing
E	Stimulating
№	krok 2012
Topic	Commodity and innovation policy of pharmaceutical enterprises.
Task	When developing a new drug a manufacturer may apply different strategies of brand use. If a company uses one brand name for all of its products, such strategy is called:
Correct answer	Group brands
B	Individual brands
C	Brands for individual drugs
D	The combination of brand name within individual drug brand
E	Multi-brand approach
№	krok 2012, 2011, 2010
Topic	Management of human resources and personnel of organization. Labor relations at the market

Task	At the initial stage of establishing a pharmaceutical enterprise the internal disciplinary regulations should be adopted. One of the primary matters is the duration of the lunch break for the employees. According to the Labour Code of Ukraine, the break duration must be as follows:
Correct answer	Up to 2 hours
B	Up to 1 hour
C	Not less than 3 hours
D	2,5 hours
E	-
№	krok 2012, 2011
Topic	Marketing research and the information. Marketing information systems
Task	A pharmaceutical company conducted an age-specific segment analysis of the regional antihistamine market. It revealed the lack of antihistamines for children. The company will consider this segment as:
Correct answer	Market niche
B	Unattractive segment
C	Market share
D	Segment requiring further research
E	Market door
№	krok 2012, 2013
Topic	Marketing activities of pharmaceutical enterprises.
Task	The manufacturing pharmaceutical company "Elema" set up its own corporate pharmacy. In this case, it uses the following distribution channel:
Correct answer	Zero level
B	First level
C	Second level
D	Third level
E	Fourth level
№	krok 2012
Topic	Management and entrepreneurship
Task	Three founders set up a business entity for the wholesale distribution of medicines and healthcare products. Specify the form of such company:
Correct answer	Corporate

B	Unitary
C	Public
D	Utility
E	Individual
№	krok 2012, 2010
Topic	Price, pricing, price policy of pharmaceutical enterprises.
Task	Pharmaceutical market is in such a situation when there is only one company selling a certain product. Specify the competitive structure of the market:
Correct answer	Pure monopoly market
B	Pure competition market
C	Monopolistic competitive market
D	Oligopolistic market
E	Pure monopoly market and oligopolisticmarket
№	krok 2012
Topic	Management functions.
Task	The planning of marketing strategy involves two successive stages. What are the stages of the strategic planning process?
Correct answer	Defining the mission and goals of pharmaceutical company
B	Describing the current marketing situation
C	Making the list of tasks and problems
D	Developing a program of activities
E	Budgeting
№	krok 2012, 2011, 2010
Topic	Management and entrepreneurship
Task	The risk can arise from some forms of activity connected with production of goods and services, their selling, commodity-money and financial operations, commerce, implementation of socioeconomic and scientific-and-technical projects. This is the definition for the following concept:
Correct answer	Business risk
B	Loss of property
C	Labour loss
D	Loss of time
E	Financial loss

№	krok 2012, 2011, 2010
Topic	Marketing communications policy
Task	Marketing manager at a pharmaceutical factory is planning its communication policy. Which component of the marketing communication systems has the highest value for one contact?
Correct answer	Personal sale
B	"Public relations"
C	TV advertising
D	Periodical advertising
E	Sales promotion
№	krok 2012
Topic	The main provisions of pharmaceutical marketing.
Task	Company's activity aimed at planning, organization and control of physical movement of materials and finished goods from the production site to the place of their utilization for the purpose of covering the consumer needs and gaining profit, is called:
Correct answer	Marketing
B	Supply
C	Demand
D	Advertising
E	Management
№	krok 2011, 2010
Topic	Management and entrepreneurship
Task	In order to get registered in state authorities pharmacies as legal persons must possess authorized capital stock. What amount is identified as the authorized capital stock?
Correct answer	The amount recorded in constituent documents
B	The amount of noncurrent assets
C	The amount of fund formation sources
D	Total assets
E	The amount of debts of an enterprise
№	krok 2011
Topic	Marketing research and the information. Marketing information systems
Task	An employee of a pharmaceutical company has been commissioned with marketing research on the regional market of antiarrhythmic drugs. What stage of research would he prefer in the first place?

Correct answer	Collection and analysis of secondary information
B	Collection of primary information
C	Analysis of primary information
D	Preparation of report
E	Submission of report
№	krok 2011
Topic	Price, pricing, pricing policy of pharmaceutical and pharmaceutical enterprises
Task	A pharmaceutical company "Pfizer" is focused on offering the best quality goods at a high price which should cover the costs of research and development as well as production of high quality products. Despite the high price, the product is still in demand. What are the goals of the company's price policy?
Correct answer	Winning the market leadership in respect of product quality
B	Ensuring the company's survival
C	Maintaining status quo
D	Increasing the market share
E	Increasing the company's assortment
№	krok 2011, 2009
Topic	Marketing activities of pharmaceutical enterprises
Task	A pharmaceutical company "Pharmasvet" has patented and produces now a new hypoglycemic preparation. The company markets this product directly through the own sales departments, affiliated sales companies, pharmacy network. Marketing policy of this pharmaceutical company can be characterized by the channel of the following level:
Correct answer	Zero level
B	One-level
C	Two-level
D	Three-level
E	Four-level
№	krok 2011
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	A pharmacist plans voluntary termination of the open-ended employment contract for the reason of her husband's transfer to another area. Specify the form and term of notice that should be given to the pharmacy director:
Correct answer	Two-week notice in written form
B	One-week notice in written form

C	One-month notice in written form
D	Five-day notice in written form
E	Two-day notice in written form
№	krok 2011, 2010
Topic	Marketing activities of pharmaceutical enterprises
Task	A pharmacy makes wholesale purchases of health and hygiene products. An agent works under the contract with the manufacturer and makes deals at the manufacturer's cost. The agent may be entitled to exclusive distribution in some regions. What kind of agent is it?
Correct answer	Wholesale agent
B	Consignee
C	Commission agent
D	Broker
E	Dealer
№	krok 2011
Topic	Organization as an object of management.
Task	Activity of an organization depends on various factors. What factors refer to the internal environment of the organization?
Correct answer	Abilities, skills and talent of staff
B	Economy status
C	Infrastructure
D	Public authorities
E	Consumers
№	krok 2011, 2010
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	A pharmacist has applied for a job of a stockkeeper at a wholesale pharmaceutical enterprise. What trial period doesn't require agreement with the tradeunion committee?
Correct answer	Up to three monthes
B	Up to one month
C	Up to two monthes
D	Up to four monthes
E	Up to six monthes
№	krok 2011

Topic	Marketing research and the information. Marketing information systems
Task	The relationships between the demand, supply and price level is studied within the following field of complex market research:
Correct answer	Studies of economic environment
B	Studies of market and product requirements
C	Analysis of market segmentation
D	Studies of market structure of companies
E	Analysis of sociopsychological features of buyers
№	krok 2011, 2010
Topic	Organization as an object of management.
Task	What management style is characterized by manager's particular compliance, when manager initiates goals formation by his subordinate and is ready to accept it without reservations?
Correct answer	Laissez-faire management style
B	Democratic management style
C	Bureaucratic style
D	Collective style
E	Combined style
№	krok 2011
Topic	Marketing communications policy
Task	Which component of the marketing communication system focuses on creating a positive image of a company?
Correct answer	Public relations
B	Advertising
C	Personal sales
D	Retail logistics
E	Merchandising
№	krok 2010
Topic	Advertising in the pharmaceutical marketing system
Task	Development of advertising strategy for promotion of nonprescription drugs includes identification of the target audience. The highest selectivity of consumer audience can be achieved by means of the following advertisement type:
Correct answer	At sales outlet
B	On the radio
C	On transport



D	In the printed publication
E	On TV
№	krok 2010, 2009, 2013
Topic	Theoretical foundations of management.
Task	Theory of management currently marks out four the most important approaches to the management. Choose the approach that is <b>NOT</b> applied in the theory of management:
Correct answer	Structured
B	Process approach
C	Systemic
D	Situational
E	Different schools dedication approach
№	krok 2010
Topic	The main provisions of pharmaceutical marketing.
Task	On the initiative of the manufacturing company some amendments to a drug information leaflet are to be made for the restriction of the drug use. What type of marketing is applied in this case?
Correct answer	Opposed
B	Conversion
C	Remarketing
D	Synchromarketing
E	Incentive
№	krok 2010
Topic	Management and entrepreneurship
Task	Two pharmaceutical enterprises simultaneously applied to a bank for establishing a running account. The bank refused the application to one of the enterprises. The reason for the refusal is that the enterprise:
Correct answer	Has not registered a statute
B	Is located in another administrative area
C	Has no stamp
D	Has not provided the balance
E	Has not provided the report on financial results
№	krok 2010, 2009
Topic	Advertising in the pharmaceutical marketing system

Task	A pharmaceutical company "Adonis" promotes its new products by means of advertisement that informs the customers about the product, highlights its advantages, typical features and properties. What kind of advertisement is it?
Correct answer	Informational
B	Aggressive
C	Supporting
D	Indirect
E	Direct
№	krok 2010
Topic	Communicative processes in management
Task	As a pharmacist was serving a customer who ordered a nonprescription drug he realized that the patient didn't apprehend the verbal information. Name the communicative barriers that arise when words or symbols may have different meanings for the information sender and the recipient:
Correct answer	Semantic barriers
B	Neglect of facts
C	Nonverbal barriers
D	Failure to understand the importance of information
E	Stereotype mentation
№	krok 2010
Topic	Organization as an object of management.
Task	A joint-stock company involved into production and selling of drug preparations has developed a structure for working with various consuming organizations. Such organizational structure is called:
Correct answer	Divisional structure
B	Functional structure
C	Departmentalization
D	Array (matrix) structure
E	Bureaucratic structure
№	krok 2010, 2009
Topic	The process of managing pharmaceutical marketing
Task	Public health services attach great importance to the drug quality, for this reason a pharmaceutical enterprise has concentrated its efforts upon the improvement of qualitative characteristics of its products. What concept of marketing management is applied in this company?

Correct answer	Product improvement
B	Production improvement
C	Modern marketing
D	All answers are correct
E	There is no correct answer
№	krok 2013
Topic	A study of the drug market
Task	A marketing manager of pharmaceutical company carries out market research on vitamin preparation market. He takes into account various parameters including the therapeutical effectiveness, supply and demand. What method should be applied?
Correct answer	Delphi method
B	Mathematical statistics method
C	Graph method
D	Method of extraction from the original medical records
E	-
№	krok 2013
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	A pharmacist has a labour dispute with the pharmacy administration about rescheduling his annual vacation leave. The employee can appeal against the decision of the pharmacy administration to the following body:
Correct answer	Labour disputes commission (LDC)
B	Trade union committee
C	Highest management bodies of pharmaceutical service at the regional level
D	MoH of Ukraine
E	Commercial court
№	krok 2013
Topic	Marketing research and the information. Marketing information systems
Task	A regional medical representative of a foreign company uses the data derived from periodicals and reference and statistical materials in order to characterize the territorial pharmaceutical market. What kind of market research is based upon these sources?
Correct answer	Desk studies
B	Field studies
C	This method does not apply to research

D	All answers are correct
E	
№	krok 2013
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	Analysis of the drug sales performance revealed market expansion, the absolute increase of the drug in manufacturer's stocks, slowdown in the growth rate of sales, intense competition. What stage of the product life cycle is the drug in?
Correct answer	Maturity
B	Introduction
C	Growth
D	Development
E	Saturation and decline
№	krok 2013
Topic	Management and successful management
Task	Activity of a company leader involves managerial decision-making aimed at the achievement of corporate goals. Which of the following decisions are <b>NOT classified</b> by the method of justification?
Correct answer	Standard
B	Intuitive
C	Decisions based upon judgements
D	Rational
E	-
№	krok 2013
Topic	Marketing activities of pharmaceutical enterprises
Task	A manufacturing enterprise plans to sell a new drug through the corporate chain of pharmacies. What strategy of drug distribution would be used?
Correct answer	Direct
B	Multiechelon
C	Flexible
D	Horizontal integration
E	Vertical integration
№	krok 2013

Topic	The process of managing pharmaceutical marketing
Task	A pharmaceutical manufacturer develops a system of product. The focus is laid on the maximum involvement of agent network. What type of marketing is applied?
Correct answer	Intense
B	Selective
C	Exclusive
D	Combined
E	-
№	krok 2013
Topic	Management and entrepreneurship
Task	Pharmacies as legal entities must have statutory capital in order to get registered with state authorities. Specify the amount which is identified as the statutory capital:
Correct answer	Amount recorded in the constituent documents
B	Amount of noncurrent assets
C	Total sources of funds
D	Total assets
E	Outstanding amount
№	krok 2013
Topic	Marketing activities of pharmaceutical enterprises
Task	A pharmacy makes bulk purchases of health and hygiene products. The agent works under a contract with the manufacturer and operates on his account. The agent may be given the exclusive right to sell goods in certain regions. Specify this agent:
Correct answer	Wholesale agent
B	Consignee
C	Commission agent
D	Broker
E	Dealer
№	krok 2013
Topic	Assortment policy of pharmaceutical and pharmaceutical enterprises.
Task	A pharmaceutical company has made a decision to expand its activities. The process of the company's activity expansion by penetration into new fields of the branch is called:
Correct answer	Diversification

B	Segmentation
C	Conglomeration
D	Integration
E	Centralization
№	krok 2013
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	In order to analyze marketing opportunities and make a forecast of the market position a pharmaceutical company can use a matrix allowing the company to find new markets (geographical) or identify new areas of using traditional medicines. What matrix is used by a pharmaceutical company to identify its market position?
Correct answer	Ansoff matrix
B	Boston Consulting Group matrix
C	Porter's matrix
D	Matrix of competitive advantages
E	Competitive force models
№	krok 2013
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	Vacation leaves for employees of pharmacies include paid annual, additional, sabbatical, social leaves, as well as unpaid leaves. What is the total duration of the paid basic and additional vacation leave?
Correct answer	59 calendar days
B	60 calendar days
C	90 calendar days
D	70 calendar days
E	65 calendar days
№	krok 2009
Topic	Evaluation of the organization and management effectiveness
Task	A pharmaceutical enterprise widely applies technical and technological media of information use in order to increase efficiency of managing productive and administrative activity of an organization, to enhance labour productivity, to improve methods of planning and regulating management processes. All this is realized by means of:
Correct answer	Automated management system
B	Automation equipped working place
C	Automated instruction and controlsystem

D	Information-management system
E	Automated data retrieval system
№	krok 2009
Topic	Marketing research and the information. Marketing information systems
Task	Marketing research of certain pharmaceutical groups involves collection and analysis of primary information. This is the following type of marketing research:
Correct answer	Field research
B	Armchair research
C	Research of drug market
D	Research of drug consumers
E	Research of marketing network of pharmaceutical market
№	krok 2009
Topic	Price, pricing, pricing policy of pharmaceutical and pharmaceutical enterprises
Task	The market is characterized by the following conditions: a big number of salespersons and customers who don't make any influence upon the level of current prices; availability of uniform and interchangeable competing products; lack of price restrictions. What type of market is it?
Correct answer	Market of pure competition
B	Market of monopolistic competition
C	Oligopolistic market
D	Market of pure monopoly
E	
№	krok 2009
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	A pharmacist and a pharmacy manager were involved into the labour dispute about carry over of vacation time. The pharmacist applied to the council of conciliation. The council should consider his application within the following period:
Correct answer	10 days
B	5 days
C	3 days
D	1 week
E	1 month
№	krok 2009

Topic	Commodity and innovation policy of pharmaceutical enterprises
Task	A large and well-known company has granted a small independent firm the right to use its trademark and technology so that it could take advantage of authority and customer trust to the well-known brand. Such concept is called:
Correct answer	Franchising
B	Merchandising
C	Use of dealer's brand
D	Use of trademark
E	Use of manufacturer's brand
№	krok 2009
Topic	Theoretical foundations of management
Task	Management of a pharmaceutical company involves American and Japanese approaches. Choose a typical feature of American model of management:
Correct answer	Quick evaluation and careerdevelopment
B	Group forms of control
C	Corporate liability
D	Slow career development
E	Heightened attention to the humanfactor
№	krok 2009
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	A pharmacy analyst is going to take a part of his holiday in spring and a part in summer. Holiday dividing is allowed provided that its main part will be no less than:
Correct answer	14 days
B	10 days
C	12 days
D	16 days
E	18 days
№	krok 2009
Topic	Marketing communications policy
Task	TV periodically conducts campaigns for young people aimed at popularization of mechanical contraceptives (not indicating concrete trademarks). Such actions are a kind of the following marketing communication:
Correct answer	Publicity



B	Advertising
C	Personal sale
D	Sale promotion
E	Sponsorship
№	krok 2009
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	When a graduate becomes employed on a certain position he should be first familiarized with his rights and duties. What document regulates rights and duties of pharmacy employees?
Correct answer	Job description
B	Internal employment policies and procedures
C	Labour code
D	All the answers are correct
E	All the answers are false
№	krok 2009
Topic	Assortment policy of pharmaceutical and pharmaceutical enterprises
Task	Product assortment is the whole set of product assortment groups offered by an enterprise. The index representing number of positions in each product assortment group is called:
Correct answer	Product assortment depth
B	Product assortment width
C	Product assortment saturation
D	Product assortment
E	Assortment comparability
№	krok 2009
Topic	Theoretical foundations of management.
Task	Functioning of a pharmacy is realized on different levels of management. Function of direct control of employees fulfilling concrete tasks relates to the following level of management:
Correct answer	Technical
B	Institutional
C	Managerial
D	Administrative
E	Bureaucratic

№	krok 2019
Topic	Organization as a management object
Task	A pharmacy manager has drawn up a work schedule for the next month. What type of management activity is aimed at making highly specific, detailed, short-term plans?
Correct answer	Operational planning
B	Financial planning
C	Strategic planning
D	Business planning
E	-
№	krok 2019
Topic	Pharmaceutical sales up companies
Task	Pharmaceutical logistic is aimed at advertising, search for customers, entering into agreements, after-sales service, and transportation. What type of logistic is it?
Correct answer	Procurement
B	Information
C	Manufacturing
D	Sales
E	Human resources
№	krok 2019
Topic	Functions of management. Management of the decision-making process
Task	The head manager of the “Ecopharm” pharmacy has entrusted the deputy head manager with some of his duties. The process when an executive partially transfers the authority to perform certain tasks to his or her subordinates is called:
Correct answer	Delegation of authority
B	Dissolution of authority
C	Reduction of authority
D	Withdrawal of authority
E	-
№	krok 2019, 2020
Topic	Functions of management. Management of the decision-making process

Task	Based on the results of marketing research, the CEO of a pharmaceutical company and a team of marketologists have decided to take measures toward improvement of the competitive ability of the company's medical products. This kind of decision can be characterized as:
Correct answer	Collegial
B	Personal
C	-
D	Intuitive
E	Autocratic
№	krok 2019
Topic	Marketing communications policy
Task	A pharmaceutical company uses various methods of advertising. What method of advertising foresees its distribution to everyone, not just the target audience?
Correct answer	Out-of-home advertising
B	Advertising souvenirs
C	Professional-targeted advertising
D	Postal cards and pamphlets
E	-
№	krok 2019
Topic	
Task	In the course of its development a pharmaceutical company forms its culture. Culture of a pharmaceutical company is typically based on:
Correct answer	Values, traditions, and behavioral norms characteristic of company employees
B	Specific of manufacturing process
C	Legislation in force
D	Relevant pharmaceutical practices
E	License agreement
№	krok 2019
Topic	Organization as a management object
Task	The head of a pharmacy uses a flexible system of pharmacy management methods. Select from the list below a measure that corresponds with organizational influence methods:
Correct answer	Clear distribution of tasks between the employees

B	Meeting the cultural and social needs of employees
C	Material reward (bonuses, increments, pay rise)
D	Promotion
E	-
№	krok 2019
Topic	Prices, pricing, the price policy of pharmaceutical enterprises and pharmacies
Task	A domestic pharmaceutical company introduces to the market a generic drug at a significantly lower price than its imported brand name counterparts. What pricing strategy has this domestic company chosen?
Correct answer	Deep penetration into the market
B	Tender pricing strategy
C	“Skim-the-cream” strategy
D	Following the leader
E	-
№	krok 2019
Topic	Studying of pharmaceutical market
Task	A dispensing chemist makes a research into the pharmaceutical market. For this purpose he uses scientific publications and statistical data. What type of marketing research is it?
Correct answer	Theoretical research
B	Survey
C	Field research
D	Observation
E	Panel research
№	krok 2019, 2020
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	In his line of work a dispensing chemist tries to satisfy a number of contradictory requirements, which has resulted in emotional overload, stress, and self-doubt. What type of conflict has arisen in this case?
Correct answer	Intrapersonal
B	Interorganizational
C	Intergroup
D	Individual vs. group
E	-

№	krok 2019
Topic	The international marketing
Task	A pharmaceutical company plans to start selling its products abroad by transferring them into the ownership of a foreign reseller. This company will enter the foreign market by means of:
Correct answer	Franchise
B	Joint venture
C	Licensing
D	Export
E	Direct investments
№	krok 2019, 2020
Topic	The product in marketing activity. Assortment of medical products
Task	Analysis of sales volume of a certain drug shows that the drug is being manufactured in large batches and sales volume grows. However, the growth rate gradually slows down and the number of competitors increases. What stage of product life cycle is it?
Correct answer	Maturity
B	Introduction
C	Growth
D	Decline
E	Development
№	krok 2019
Topic	The product in marketing activity. Assortment of medical products
Task	Marketing department of the Public Company “Lugansk Chemical Pharmaceutical Factory” determined that the demand for a herbal cough remedy, manufactured for children as a syrup, fluctuates significantly within a year. Such demand is considered to be:
Correct answer	Irregular
B	Unrealized
C	Irrational
D	Incorrect
E	Inadequate
№	krok 2019
Topic	The product in marketing activity. Assortment of medical products

Task	A pharmaceutical company that has been producing nasal drops begins to produce the same drug in a spray dosage form. What marketing approach does this company choose in its relationship with customers?
Correct answer	Product improvement
B	Manufacture improvement
C	Sales improvement
D	Intensification of commercial effort
E	Socioethical marketing
№	krok 2019
Topic	Marketing research and the information. Marketing information systems
Task	When developing a new medicine, marketologists of the pharmaceutical company have conducted an isolated research to determine the doctors' opinion of the medicines currently available on the market. What method of marketing research was used?
Correct answer	Survey
B	Experiment
C	Observation
D	Panel
E	Testing
№	krok 2019, 2020
Topic	Functions of management. Management of the decision-making process
Task	The head manager of a pharmacy designs its organizational structure and draws up job descriptions for its employees. These arrangements belong to the following management method:
Correct answer	Organizational
B	Economic
C	Simulation
D	Legal
E	Psychosocial
№	krok 2019
Topic	Management of human resources and personnel of organization. Labor relations at the market
Task	Within the last year the "East-Pharmacy" pharmaceutical wholesaler has lost 10% of its employees, who resigned and were hired by the competitor company "East-Optima". Individual transfer of the "East-Pharmacy" employees to the "East-Optima" company can be characterized as:

Correct answer	Staff turnover
B	Personnel certification
C	Staff dynamics
D	Job rotation
E	Staff motivation
№	krok 2019
Topic	Pharmaceutical sales up companies
Task	A pharmaceutical company has opened several new regional offices and now searches for medical representatives. What stage of recruiting process is usually a final one?
Correct answer	Targeted selection interview
B	Filling in a questionnaire
C	Preliminary interview
D	Telephone interview
E	Submission of a resume
№	krok 2020, 2021
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	The "Pharmastar" pharmaceutical company develops new dosage forms for its medicines. What type of product policy in marketing is it?
Correct answer	Product modification
B	Differentiation
C	Diversification
D	Modernization
E	Reduction
№	krok 2020
Topic	Organization as an object of management
Task	The head manager of a pharmacy uses influence methods that concern property and financial interests of the employees. What management methods are used by the head manager?
Correct answer	Economic
B	Administrative
C	Social and psychological
D	Technological

E	Social and political
№	krok 2020
Topic	Marketing communications policy
Task	The "Bon-pharn" pharmaceutical company due to its constant financial support of international sports competitions became well-known in Ukraine and the neighbouring countries. What type of activity is described in this case?
Correct answer	Sponsorship
B	Publicity
C	Direct marketing
D	Product promotion
E	Lobbying
№	krok 2020
Topic	Management functions
Task	The management of a pharmaceutical company performs an internal audit to check the compliance with proper work practices. What management function is used by the company's management in this case?
Correct answer	Control
B	Organization
C	Regulation
D	Planning
E	Motivation
№	krok 2020
Topic	Organization as an object of management.
Task	Employees of a pharmaceutical company have formed a group consisting of cycle sport fans. Such group is called:
Correct answer	Formal
B	Informal
C	Manufacturing
D	Commercial
E	Committee
№	krok 2020
Topic	Price, pricing, pricing policy of pharmaceutical and pharmaceutical enterprises



Task	In the process of price formation, a pharmaceutical company takes into account both internal and external factors. What factor is an external one?
Correct answer	State regulation of price formation
B	Marketing goals of the company
C	Marketing strategy of the company
D	Manufacturing costs
E	The stage of the product life cycle
№	krok 2020
Topic	Management functions
Task	A pharmaceutical company provides its employees with free lunches. What needs does it try to satisfy according to Maslow's theory of motivation?
Correct answer	Physiological
B	Esteem
C	Self-actualisation
D	Social (involvement in the events)
E	Safety and protection
№	krok 2020
Topic	Marketing communications policy
Task	The "Dr Ram" pharmaceutical company organizes scientific conferences and workshops for doctors and pharmaceutical workers. What element of marketing communications is used by this pharmaceutical company?
Correct answer	Direct marketing
B	Merchandising
C	Sales stimulation
D	Personal selling
E	Public relations
№	krok 2020
Topic	Price, pricing, pricing policy of pharmaceutical and pharmaceutical enterprises
Task	A pharmacy has received from its supplier a shipment of drugs that are included into the National Essential Drugs List. What is the pricing policy regarding these drugs?
Correct answer	Regulated price
B	Negotiated price

C	Indicative price
D	Unregulated price
E	Fixed price
№	krok 2020, 2021
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	A new medicine has appeared on the Ukrainian pharmaceutical market. It is characterized by low sales, low profits, and large marketing expenses for advertising. What stage of the product life cycle is it?
Correct answer	Introduction
B	Decline
C	Saturation
D	Maturity
E	Growth
№	krok 2021
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	A pharmaceutical company wants to strengthen its position in the competitive market environment. It decides to use brand names as a part of its trade policy. What is the purpose of a brand name?
Correct answer	Ensuring the necessary quality of medicines
B	Eligibility for registration in the List of medicines and medical products with state-controlled prices
C	Justification of a higher price for the medicine
D	It is a mandatory condition to be able to sell medicines at a reduced price to certain population groups
E	Differentiation between the competing medicines on the market
№	krok 2021
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	A new medicine has appeared on the Ukrainian pharmaceutical market. It is characterized by low sales, low profits, and large marketing expenses for advertising. What stage of the product life cycle is it?
Correct answer	Introduction
B	Decline
C	Saturation
D	Maturity
E	Growth
№	krok 2021

Topic	Communicative processes in management
Task	The head manager of a pharmacy e calls the manager of a pharmaceutical wholesaler to clarify the terms of supply. What type of communication is it?
Correct answer	External
B	Internal
C	Interlevel
D	Vertical
E	Horizontal
№	krok 2021
Topic	Price, pricing, price policy of pharmaceutical enterprises.
Task	A pharmaceutical company lacks the manufacturing power to satisfy the demand for certain medicines. The company increased the price of these medicines and stopped advertising them. What type of marketing is it?
Correct answer	Demarketing
B	Remarketing
C	Conversion marketing
D	Synchromarketing
E	Stimulation marketing
№	krok 2021
Topic	Organization as an object of management
Task	The chief manager of a pharmacy designs its organizational structure and job descriptions for its employees. These arrangements belong to the following management method:
Correct answer	Organizational
B	Economic
C	Legal
D	Simulation
E	Psychosocial
№	krok 2021
Topic	Management functions.
Task	Motivation is one of the "management functions. A motive can be described as:
Correct answer	A conscious incentive to act in a certain way
B	Psychological characteristics of people that help them acquire certain types of knowledge

C	A certain discomfort, a feeling that something is lacking ^
D	Something that is important for a person x
E	-
№	krok 2021
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	A pharmaceutical company plans to launch the production of a new medicine. What stage of product development includes making the cost estimates for its manufacturing and sales and preliminary calculations of the price and planned profits?
Correct answer	Economic analysis
B	Test marketing
C	Generation of the ideas
D	Filtration of the ideas
E	Commercial manufacturing
№	krok 2021
Topic	Communicative processes in management
Task	A pharmacist has approached the chief manager of the pharmacy with a proposition to introduce an additional service for the customers - blood pressure measurement. What type of communication is it?
Correct answer	Vertical ascending
B	Vertical descending
C	External
D	Horizontal
E	Intralevel
№	krok 2021
Topic	Advertising in the pharmaceutical marketing system
Task	Advertising is the most popular and widely used part of marketing communications system. What cannot be included into the advertisements for medicines?
Correct answer	Claims that the effect of the medicines is guaranteed
B	Recommendation to always read the instructions for the medicines
C	Objective information about the medicines, presented in such a way that the advertising nature of the message is obvious to the consumers
D	General warnings about the usage of medicines and medical products
E	Full pharmacological name of the medicine and the name of its manufacturer

№	krok 2021
Topic	The main provisions of pharmaceutical marketing.
Task	A pharmaceutical company has 'launched a number of cold relief medicines in the form of syrups and lozenges for kids. What type of market segmentation was used by this company?
Correct answer	Demographic
B	Geographical
C	Psychographic
D	Behavioral
E	-
№	krok 2021
Topic	Marketing activities of pharmaceutical enterprises
Task	A manufacturer plans to sell its new medicine directly to the consumers through its own network of pharmacies. What type of distribution channel is it?
Correct answer	Direct distribution channel (zero channel)
B	Three-level distribution channel
C	Four-level distribution channel
D	Two-level distribution channel
E	One-level distribution channel
№	krok 2021
Topic	Marketing control
Task	What structure is authorized to issue permits for individual or collective provision of audit services in Ukraine
Correct answer	The Audit Chamber of Ukraine
B	The State Regulatory Service of Ukraine
C	The Control and Revision Office
D	The State Service of Ukraine for Drug Control
E	The State Service of Ukraine for Medicines
№	krok 2021
Topic	Marketing communications policy
Task	Merchandising is a complex of communication techniques that aim to increase the sales in the pharmacies. The main goal of merchandising is:
Correct answer	Quick sales of the whole range of goods on offer in the pharmacies and an overall increase of sales

B	Decrease of the competition between the drug analogues
C	Expanding the range of pharmaceutical goods
D	Price-cutting for unpopular medicines
E	-
№	krok 2021
Topic	Price, pricing, price policy of pharmaceutical enterprises
Task	A regional pharmaceutical market has a large number of pharmaceutical companies, none of which is able to control the market prices. The companies offer interchangeable medicines. What type of market is it?
Correct answer	Market with pure (free) competition
B	Oligopolistic market
C	Limited monopoly market
D	Pure monopoly market
E	-
№	krok 2021
Topic	Fundamental rules in marketing
Task	The marketing team of a pharmaceutical company has performed a comparative analysis of internal environment and external conditions. They have analyzed strengths and weaknesses, opportunities and threats. The marketing team has performed:
Correct answer	SWOT analysis
B	VEN analysis
C	ABC analysis
D	PEST analysis
E	-
№	krok 2021
Topic	Product in the marketing system. Assortment policy of pharmaceutical enterprises.
Task	The "Pharmastar" pharmaceutical company develops new dosage forms for its medicines. What type of product policy in marketing is it?
Correct answer	Product modification
B	Differentiation
C	Diversification
D	Modernization
E	Reduction

№	krok 2021
Topic	Marketing research and the information. Marketing information systems
Task	A marketing consultancy was comparing various drugs containing salbutamol. It was using such parameters as the cost of a treatment course, width of a distribution channel, frequency of medications, etc. The consultancy was determining the:
Correct answer	Competitiveness of the drugs
B	Market stability
C	Novelty of the drugs
D	Quality of the drugs
E	Life cycle stage of the drugs
№	krok 2021
Topic	Communicative processes in management
Task	The head manager of Pharmacy №5 that belongs to the «Hippocrates» company was transferred to be the head manager of Pharmacy №1 within the same network. What type of human resources movement is it?
Correct answer	Horizontal rotation
B	Mixed rotation
C	Vertical rotation
D	Diagonal rotation
E	Employee turnover
№	krok 2021
Topic	Sales promotion and other ways of marketing communications
Task	A group of independent intermediaries operates on a regional market. They sell medicines on their own behalf and at their own cost. Such intermediaries are called:
Correct answer	Dealers
B	Consignees
C	Commission agents
D	Brokers
E	Agents
№	krok 2021
Topic	Functions of management. Management of the decision-making process
Task	The head manager of a pharmacy uses influence methods that concern property and financial interests of the employees. What management methods are used by the head manager

Correct answer	Economic
B	Psychosocial
C	Administrative
D	Technological
E	Sociopolitical
№	krok 2021
Topic	Price, pricing, price policy of pharmaceutical enterprises
Task	The marketing department of a pharmaceutical factory determined that the demand for the echinacea syrup for kids greatly fluctuates in response to the smallest changes in its price. What type of demand is it?
Correct answer	Elastic demand
B	Unitary demand
C	Perfectly inelastic demand
D	Universal demand
E	Inelastic demand
№	krok 2021
Topic	Organization as an object of management
Task	The head manager of a pharmacy has decided to apply various management methods as a means of influencing separate employees and the staff as a whole What management methods can be classified as psychosocial?
Correct answer	Plan for improvement of the working conditions at the pharmaceutical facility
B	The process of salary calculation for the sales department employees
C	The process of distribution of duties between the technical level managers
D	Material stimuli that include salary rates, extra pay, increments, bonuses, etc.
E	-