



MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION  
Federal State Autonomous Educational Institution of Higher Education  
– **Far Eastern Federal University**  
(FEFU)  
INSTITUTE OF LIFE SCIENCES AND BIOMEDICINE (SCHOOL)

VALUATION FUND

*in the discipline (module) "Business planning in healthcare"*

*Area of study 32.04.01 Public Health*

*Master's program "Leadership and governance in public health" (program in English for foreign citizens)*

Vladivostok 2023

Professional competencies of graduates and indicators of their achievement:

Task type	Code and name of professional competence (result of mastering)	Code and name of the competency indicator
Organizational and managerial	PC-4 Ability to analyze and evaluate the performance of a medical organization, manage the resources of a medical organization, develop and implement a quality management system in a medical organization, prepare a justification for the volume of medical care in accordance with the resources of the medical organization and the needs of the population	PC-4.1 Knows the methodology for a comprehensive assessment of the results of a medical organization's activities PC-4.2 Is able to develop and select the optimal areas of activity of a medical organization PP-4.3 Possesses skills of a systematic approach in the development of development plans
Organizational and managerial	PC-5 Ability to assess the effectiveness of a medical organization, develop and select optimal management solutions, develop a business plan for the development of a medical organization, use a process approach in the management of a medical organization, use technological maps of the processes of a medical organization	PC-5.1 Knows the methods of planning a medical organization PC-5.2 Is able to draw up a plan for a medical organization, develop business planning and investment projects PC-5.3 Proficient in planning, development of business planning and investment projects

Code and Competency Statement	Stages of competence formation	
PC-4 Ability to analyze and evaluate the performance of a medical organization, manage the resources of a medical organization, develop and implement a quality management system in a medical organization, prepare a justification for the volume of medical care in accordance with the resources of the medical organization and the needs of the population	Knows	principles of organization and implementation of measures to ensure public health protection and implementation of a quality management system in a medical organization
	Can	plan measures to ensure the protection of public health, implement a quality management system in a medical organization, prepare a justification for the volume of medical care in accordance with the resources of the medical organization
	Owns	skills in organizing and implementing measures to ensure public health, as well as methods for analyzing and evaluating the performance of a medical organization, managing the resources of a medical organization, methods for developing and implementing a quality management system in a medical organization, preparing a justification for the volume of medical care in accordance with the

		resources of a medical organization and the needs of the population
PC-5 Ability to assess the effectiveness of a medical organization, develop and select optimal management solutions, develop a business plan for the development of a medical organization, use a process approach in the management of a medical organization, use technological maps of the processes of a medical organization	Knows	Principles of goal-setting, types and methods of organizational planning and fundamental concepts of financial management, as well as the method of process approach to the management of a medical organization
	Can	Develop corporate, competitive and functional strategies for the development of the organization, develop investment projects and conduct their verification
	Owns	Methods of formulating and implementing strategies at the level of a business unit, development and implementation of marketing programs, as well as methods of investment analysis and analysis of financial markets, a process approach in the management of a medical organization and the possibility of using technological maps of the processes of a medical organization.

## MONITORING THE ACHIEVEMENT OF THE COURSE OBJECTIVES

Item No.	Supervised modules/sections/topics of the discipline	Codes and Stages of Competency Formation	Valuation Tools – Name		
				Current control	Intermediate Attestation
1	Goals, objectives and features of drawing up a business plan	PP-4.1; PP-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 1-6
			Can	Tests PR-1, essay PR-3, case problems PR-11 presentation	
			Owns	Small Group Work, UO-3	
2	Structure and content of the business plan	PP-4.1; PP-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 7-12
			Can	Tests PR-1, essay PR-3, case problems PR-11 presentation	
			Owns	Small Group Work, UO-3	
3	Organization of the business plan implementation process	PP-4.1; PP-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 13-18
			Can	Tests PR-1, essay PR-3, case problems PR-11 presentation	
			Owns	Small Group Work, UO-3	
4	Fundamentals of Health Planning	PP-4.1; PP-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 19-24
			Can	Tests PR-1, essay PR-3, case problems PR-11 presentation	

			Owns	Small Group Work, UO-3	
5	Features of the development of individual parts of a business plan	PP-4.1; PP-4.2; PC-4.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 25-30
			Can	Tests PR-1, essay PR-3, case problems PR-11 presentation	
			Owns	Small Group Work, UO-3	
6	Conceptual part and production plan	PP-5.1; PC-5.2; PC-5.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 31-36
			Can	Tests PR-1, essay PR-3, case problems PR-11 presentation	
			Owns	Small Group Work, UO-3	
7	Investment and financial sections of the business plan, resume. The Role of a Business Plan in the Work of a Medical Institution	PP-5.1; PC-5.2; PC-5.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 37-42
			Can	Tests PR-1, essay PR-3, case problems PR-11 presentation	
			Owns	Small Group Work, UO-3	
8	Results-based budgeting	PP-5.1; PC-5.2; PC-5.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 43-48
			Can	Tests PR-1, essay PR-3, case problems PR-11 presentation	
			Owns	Small Group Work, UO-3	
9	Basic planning documents of various types of institutions. State (municipal) assignment	PP-5.1; PC-5.2; PC-5.3	Knows	Interview UO-1, abstract PR-4,	Exam Questions 49-52
			Can	Tests PR-1, essay PR-3, case problems PR-11 presentation	
			Owns	Small Group Work, UO-3	

### Scale for assessing the level of competence formation

Code and Competency Statement	Stages of competence formation		criteria	Indicators	Points
PC-4 ability to analyze and evaluate the performance indicators of a medical organization, manage the	Knows (Threshold)	Fundamentals of planning and organization of measures to ensure the protection of public health in accordance with the resources of the medical organization and the	Knowledge of the basics of planning and organizing measures to ensure public health in accordance with the resources of	Ability to explain and apply in practice the basics of planning and organizing measures to ensure the protection of public health in accordance with	61-70

resources of a medical organization, develop and implement a quality management system in a medical organization, prepare a justification for the volume of medical care in accordance with the resources of the medical organization and the needs of the population		needs of the population	the medical organization and the needs of the population	the resources of the medical organization and the needs of the population	
	Can (Advanced)	properly draw up official medical documents, maintain primary medical documentation, carry out measures to ensure health protection, analyze and evaluate the performance of a medical organization	analyze and evaluate the performance indicators of a medical organization, manage the resources of a medical organization, develop and implement quality management systems in a medical organization, justify the volume of medical care in accordance with the resources of the medical organization and the needs of the population	ability to analyze and evaluate the performance of a medical organization, manage the resources of a medical organization, develop and evaluate the performance of a medical organization. implementation of a quality management system in a medical organization in accordance with the resources of the medical organization and the needs of the population	71-84
	Proficient (High)	methods of planning and organizing measures to ensure the health of the population, developing and implementing a quality management system in a medical organization, preparing a justification for the volume of medical care in accordance with the resources of the medical organization and the needs of the population	Mastery of methods for planning and organizing measures to ensure public health, analysis and evaluation of performance indicators of a medical organization, management of resources of a medical organization, development and implementation	ability analysis and evaluation of the performance indicators of a medical organization, management of the resources of a medical organization, development and implementation of a quality management system in a medical organization, preparation of justification for the	85-100

			of a quality management system in a medical organization	volume of medical care in accordance with the resources of the medical organization and the needs of the population	
<p>PC-5 Ability to assess the effectiveness of a medical organization, develop and select optimal management solutions, develop a business plan for the development of a medical organization, use a process approach in the management of a medical organization, use technological maps of the processes of a medical organization</p>	Knows (Threshold)	Principles of goal-setting, types and methods of organizational planning and fundamental concepts of financial management	Knowledge of the basic concepts of research processes, including business processes in medicine	Ability to explain the main stages of research of a business plan of a medical organization, a process approach in the management of a medical organization	61-70
	Can (Advanced)	develop corporate, competitive and functional strategies for the development of the organization, develop investment projects and conduct their verification	the ability to analyze and compare the stages of the process of strategic development of a medical organization, business planning and use of technological maps of medical activity processes	ability to develop investment projects and conduct their verification based on the use of a process approach in the management of a medical organization and the use of technological maps of the processes of medical activities	71-84
	Proficient (High)	methods of formulating and implementing strategies at the level of a business unit, developing and implementing marketing programs, as well as methods	methods of collecting, processing, analyzing information and their presentation for the implementation	Ability to formulate the main stages and explain the tasks for the implementation of marketing programs and analysis of financial markets	85-100

		of investment analysis and analysis of financial markets.	of business strategies of a medical organization using technological maps of medical activity processes	using the process approach in the management of a medical organization and the use of technological maps of the processes of medical activities	
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Scale for assessing the level of achievement of learning outcomes for current and intermediate certification in the discipline

Points (rating score)	Levels of achievement Training		Requirements for the formed competencies
	Current & Intermediate certification	Intermediate Attestation	
100 – 86	Increased	"Passed" / "Excellent"	Freely and confidently finds reliable sources of information, operates with the information provided, has excellent skills in analyzing and synthesizing information, knows all the basic methods of solving problems provided for in the curriculum, knows typical mistakes and possible difficulties in solving a particular problem and is able to choose and effectively apply an adequate method for solving a particular problem. trouble
85 – 76	Base	"Passed" / "Good"	In most cases, he is able to identify reliable sources of information, process, analyze and synthesize the proposed information, choose a method for solving a problem and solve it. Makes single serious mistakes in problem solving, experiences difficulties in rare or difficult cases of problem solving, does not know typical mistakes and possible difficulties in solving this or that trouble
75 – 61	Threshold	"Passed" / "Satisfied"	Makes mistakes in determining the reliability of sources of information, is able to correctly decide only Typical most often Occur trouble in (process information, choose a method to solve a problem, and solve it)
60 – 0	Level Not Reached	"Failed" / "Unsatisfactorily"	Does not know a significant part of the program material, makes significant mistakes, performs practical work unconfidently, with great difficulty.



## **Methodological Recommendations Defining the Procedures for Assessing the Results of Mastering the Discipline**

*Current assessment of students.* Current certification of students in the discipline "Business planning in healthcare" is carried out in accordance with the local regulations of FEFU and is mandatory.

Current attestation in the discipline "Business planning in healthcare" is carried out in the form of control measures (written survey, defense of practical/laboratory works) to assess the actual results of master's training is carried out by the leading teacher.

The objects of assessment are:

- academic discipline (activity in classes, timeliness of various types of tasks, attendance of all types of classes in the discipline being certified);
- the degree of assimilation of theoretical knowledge;
- the level of mastery of practical skills and abilities in all types of educational work;
- results of independent work.

For each object, a description of the assessment procedures is given in relation to the assessment tools used.

*Intermediate attestation of students.* Intermediate certification of students in the discipline "Business planning in healthcare" is carried out in accordance with the local regulations of FEFU and is mandatory.

Depending on the type of intermediate control in the discipline and the form of its organization, various criteria for assessing knowledge, skills and abilities can be used.

**Test and examination materials.** When assessing students' knowledge, the intermediate control takes into account the amount of knowledge, the quality of their assimilation, understanding of the logic of the academic discipline, and the place of each topic in the course. The ability to freely, competently, logically coherently present what has been studied, the ability to defend one's own point of view with arguments are evaluated.

### **Assessment Tools for Intermediate Attestation**

Intermediate assessment includes the student's answer to the exam questions.

#### **Exam Questions**

1. Planning, Concept, Role and Significance in a Market Economy. Scheduling functions.
2. Business as an object of planning.
3. Methodology and organization of business planning.
4. A system of plans in the enterprise.

5. Strategic business plan.
6. Current and operational plans.
7. Definition of the company's goals and objectives reflected in the business plan.
8. External and internal business environment.
9. The business plan of the enterprise and its sections. The main content of the business plan.
10. Features of drawing up and justifying a business plan for various types of entrepreneurship.
11. Summary section of the business plan. Resume.
12. Essence, main features of the planned product, competitiveness.
13. Production plan. Its justification and inclusion in the business plan of the enterprise.
14. Composition and structure of the main production and working capital of the enterprise (business plan)
15. Calculation of the need for raw materials and materials.
16. Production program of the enterprise and its justification by production capacity.
17. Resource efficiency metrics.
18. Justification and balance sheet linking of the sections of the plan to each other.
19. Determination of the price of products. The procedure for its application in business planning.
20. Composition of costs included in the cost of production and cost planning.
21. Market for products. Market segmentation and capacity.
22. Taking into account the factor of competition in the market when planning a business.
23. Marketing strategy and plan. Their application in the business plan.
24. The system of business goals, structuring of goals.
25. Organizational plan of the enterprise. Business management structure.
26. Calculation of the number of employees: basic personnel, auxiliary, engineers, employees.
27. Productivity and intensity of work, measurement indicators.
28. Payroll fund and payroll deductions.
29. Risk and insurance. Risk groups and their consideration in business planning.
30. Risk indicators. Determination of the possible amount of losses and their consideration in the preparation of plans.

31. Financial plan of business: essence and content.
32. Financial analysis: calculation of key indicators.
33. Sales of products. Define a sales plan.
34. The company's cash flows and their balance.
35. Cash inflow. Determination of their value, accounting for them in the business plan.
36. Cash outflow. Determination of its value, accounting for it in the business plan.
37. Determination of the amount of gross and net profit and its accounting in the business plan.
38. Balance sheet of assets and liabilities of the enterprise, its role in business planning.
39. Break-even. Break-even chart.
40. Enterprise financing strategy. Its aims, essence and content.
41. Investments: Concept, Types, Sources.
42. Indicators of the effectiveness of attracting investments.
43. Investments, assessment of their size for the implementation of the business plan.
44. Determination of the amount of own and borrowed funds required for the implementation of the business plan.
45. Determination of the time of repayment of borrowed funds by the enterprise.
46. Procedure for adjusting plans by year in connection with changes in external and internal conditions.
47. Feasibility studies in the preparation and justification of the company's business plan.
48. In-house planning, goals and objectives, connection with the business planning system.
49. Planning of the activities of the main production units, its features.
50. Planning the activities of auxiliary and service units, their features.
51. Planning of the activities of functional units, its features.
52. The system of intra-production economic relations and their planning.

### **Exam Grading Criteria**

<b>Exam Assessment</b>	<b>Requirements for the formed competencies</b>
"Excellent"	An "excellent" grade is given to a student if he/she has deeply and firmly mastered the program material, comprehensively, consistently, clearly and logically coherently presents it, is able to closely link theory with practice, freely copes with tasks,

	questions and other types of application of knowledge, and does not find it difficult to answer when changing tasks, uses the material of monographic literature in the answer, correctly justifies the decision made, has versatile skills and methods of implementation practical tasks;
"Good"	A grade of "good" is given to a student if he/she knows the material well, presents it competently and to the point, without making significant inaccuracies in the answer to the question, correctly applies theoretical provisions in solving practical issues and problems, has the necessary skills and techniques for their implementation;
"Satisfactory"	A grade of "satisfactory" is given to a student if he/she has knowledge only of the main material, but has not mastered its details, makes inaccuracies, insufficiently correct formulations, violations of the logical sequence in the presentation of the program material, has difficulties in performing practical work;
"Unsatisfactory"	An "unsatisfactory" grade is given to a student who does not know a significant part of the program material, makes significant mistakes, is uncertain, and performs practical work with great difficulty.

### **Assessment Tools for Ongoing Attestation**

**The control tests** are intended for Master's students studying the course "Business planning in healthcare".

When working with tests, you are asked to choose one answer option out of three or four proposed. At the same time, the complexity of the tests is not the same. Among the proposed tests, there are tests that contain several options for correct answers. All correct answers must be provided.

The tests are designed for both individual and collective solutions. They can be used in the process of both classroom classes and independent work. The selection of tests necessary for the control of knowledge in the process of intermediate certification is made by each teacher individually.

The results of the test tasks are evaluated by the teacher on a five-point scale for attestation or according to the "pass" - "fail" system. An "excellent" grade is given if you answer more than 90% of the tests offered by the teacher. A "good" score is given if you answer correctly on more than 70% of the tests. The grade is "satisfactory" – with a correct answer to 50% of the proposed tests.

### **Sample test tasks**

**Instructions:** Choose one of the answer options and mark it with any sign.

**1. The main reasons for developing a business plan are:**

- it's a tribute to fashion;
- It's interesting;

- convince the investor of the purpose of providing money for the implementation of the project;

- fidelity to the chosen course of the company;
- independence from accidental circumstances;
- All answers are correct.

**2. The main purpose of the business plan is:**

- achieving the prosperity of the company;
- bankruptcy protection;
- achieving a balance between the company's desires and capabilities;
- enrichment of the company's top managers;
- There is no right answer;

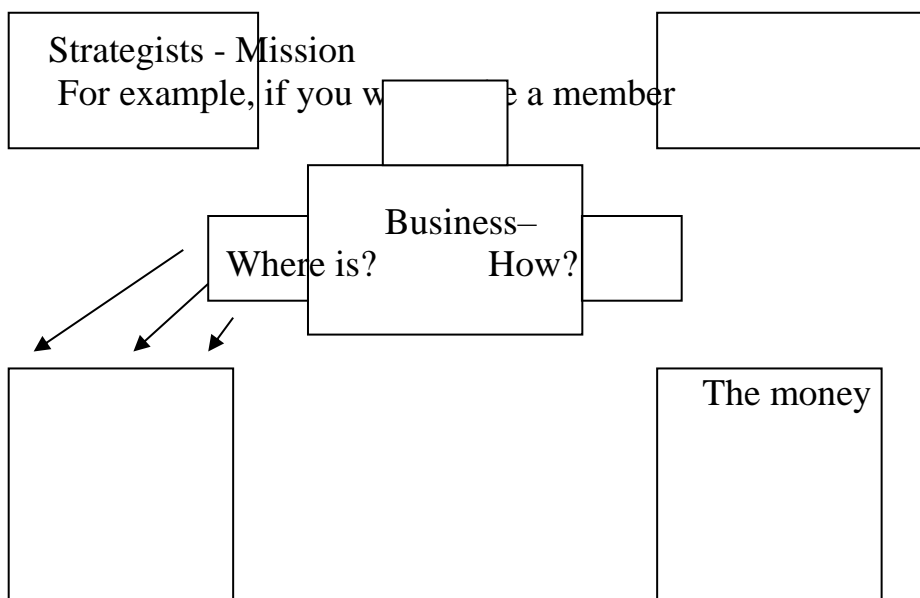
**3. Choose what questions the business plan should answer:**

- Where are we now?
- Why are we here?
- Why are we doing this?
- Where are we going?
- How do we get there?

**4. Define the stages of business planning:**

- preparatory;
- business analysis;
- business college;
- assessment of goals, resources;
- finishing;
- preparation of resumes;
- drawing up a business plan;
- There are no right answers.

**5. Draw and write:**



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Specificity  
Business

**6. Classify the components of the external and internal environment of the company:**

- marketing;
- the state of competition;
- consumers of products;
- sales activities;
- case management;
- personnel;
- trends in the company's development;
- production;
- development of the industry;
- political forces;
- finance.

**7. Which of the goal formulations would you prefer?**

- The company's goal for the next year is to improve the quality of products;
- Good quality of products is the key to success;
- product quality – under constant control;
- increase profitability for each assortment item;
- Increase the market share of the product to 20% by the end of the year.

**8. In business planning, do you set objectives first and then formulate a goal?**

- Yes;
- No.

**9. When do you need a business plan?**

- investment required;
- new firms are created;
- Facilities need to be reconstructed;
- the impact of a changing environment needs to be assessed;
- the level of risk needs to be assessed;
- All answers are correct;
- There is no right answer.

**10. How Many Groups of People Are Professionally Interested in Writing a Business Plan:**

- two;
- three;
- all employees of the company;
- There is no right answer.

**11. Who Creates Business Plans:**

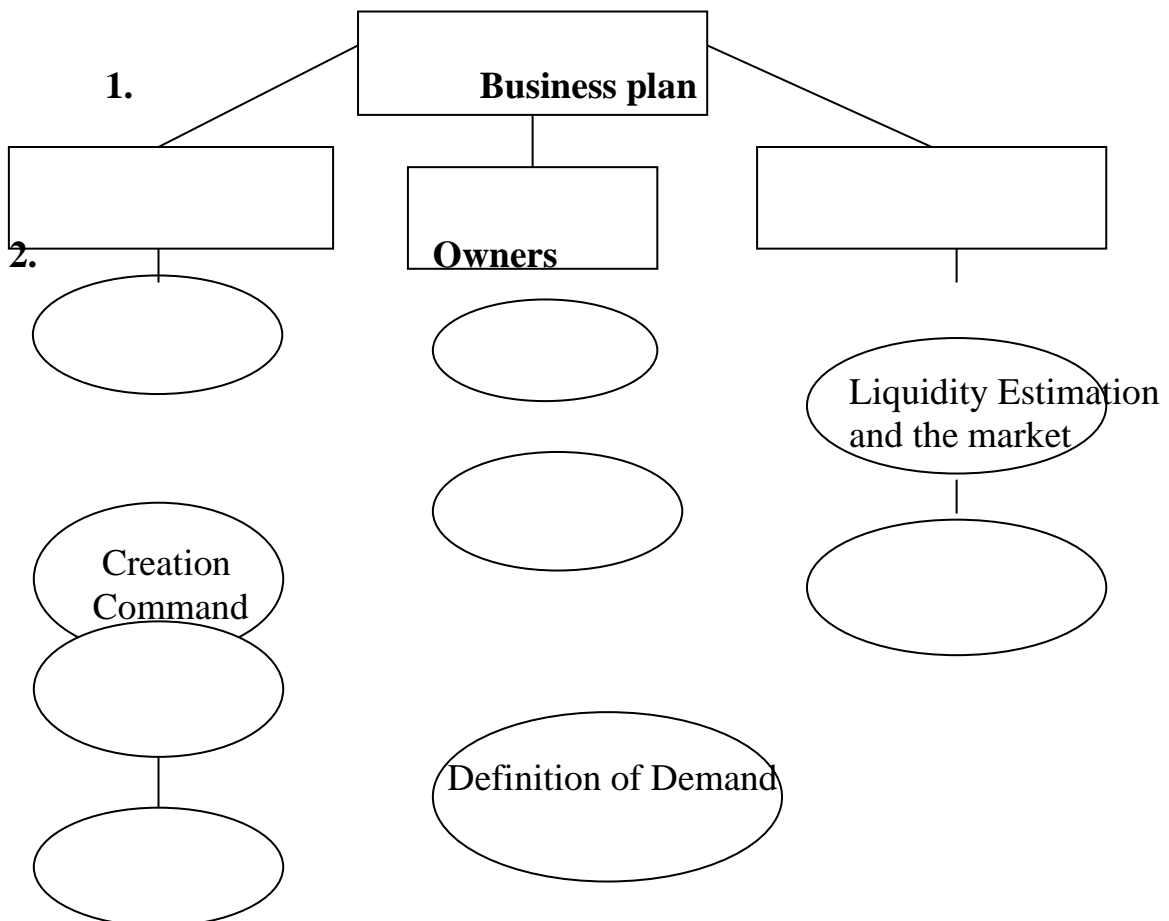
- Owners;
- Investors;
- Lenders;
- Managers;
- All answers are correct;
- There is no right answer.

**12. What is the peculiarity of the mission of managers in business planning?**

**13. What Are The Roles Of A Manager In Business Planning In Small Firms?**

**14. Without which document is it impossible to get a loan from a bank?**

**1. Draw and write:**



In the case of the United States of America, it is important to note that it

What questions does this scheme answer?

**16. It is known that a business plan allows you to achieve the following goals:**

- determine the required amount of money;
- understand business ideas;
- create a team of like-minded people;
- assess the company's capabilities;
- assess liquidity and risk;
- Assess the quality of management.

In parentheses, indicate for which groups of business planners these goals are most important?

**17. Who Should Draw Up a Business Plan?**

The first option \_\_\_\_\_

The second option \_\_\_\_\_

**18. What is the meaning of listing the list of founders on the title page of the business plan:**

- It's interesting;
- this is a prerequisite for granting a loan;
- the possible negative reputation of these people;
- There is no right answer.

**19. If the list of founders is very long, what should the authors of the business plan do?**

**20. What is the priority order of the founders on the title page of the business plan:**

- in alphabetical order;
- in the manner reflecting the share in the established capital;
- procedure in accordance with the constituent documents;
- All answers are correct.

**21. What questions should be answered by the title page of the business plan:**

- name and address of the company;
- Director's full name, phone number;
- names of the founders;



- the age of the founders;
- the founders' share in the authorized capital;
- addresses of the founders;
- legal address of the company.

**22. What other essential questions should the title page answer?**

**23. A trade secret statement "works":**

- the compiler of the business plan;
- against the compiler of the business plan;
- Raising the question is not legitimate.

Explain your chosen answer.

**24. Recommended Number of Lines on the Title Page of a Business Plan:**

- 50
- 25
- 45
- 30
- There are no such recommendations.

**25. How does the presentation of the content of the business plan begin?**

**26. A summary of the business plan is written:**

- at the beginning of work on a business plan;
- in the middle above the business plan;
- at the end of the work on the business plan.

**27. The conclusion to your thesis should be written:**

- at the beginning of work on the thesis;
- at the end of the work on the diploma;
- is not written at all.

**28. Recommended length of resume text:**

- one page;
- two pages;
- five pages;
- ten pages.

**29. The best way to write a resume is:**

- in English;
- with the use of Old Church Slavonic phrases;
- conservative business language;
- using slang expressions.

**30. How do you understand the meaning of the term "Outline" form of presentation?**

**31. Where do you use this form?**

- when writing essays;
- when writing term papers;
- when writing lectures;

Under what conditions the answer you have chosen for this test "works"?

**32. What form of presentation can be used to achieve a "breakthrough" in business planning?**

**33. Give your own examples (two) of presenting your proposals in a provocative way.**

**34. How do you understand the meaning of the term "long-term strategy of the company"?**

**35. The following play an important role in the development of strategic goals:**

- current economic performance of the company;
- consumer attendance;
- a set of financial indicators;
- All indicators are equal to the same extent.

**36. Is it necessary to "say" in the resume that the company is quite successful at the moment:**

- Yes;
- No.

**37. Is it necessary to "talk" about the current state of the company in the resume?**

- Yes;
- No.

**38. Analysis of the current state of the company shall be carried out in:**

- in two aspects;
- in three aspects;
- It doesn't have to be done at all.

**39. With what similar indicators is it advisable to compare the performance of your company:**

- with world standards;
- with European standards;
- with the performance of the main competitors;
- they are not comparable.

**40. What is the formula for calculating the return on capital:**

$$O = \frac{\text{CAPITAL PROFIT}}{\text{PROFIT CAPITAL}}$$

$$O = \frac{\text{PROFIT CAPITAL}}{\text{CAPITAL PROFIT}}$$

**41. What, in your opinion, is the purpose of any commercial firm?**

**42. What characterizes a firm's market share?**

**43. Liquidity of the company:**

- it is the ability to "pay" local taxes;
- this is the ability to "pay" taxes to the federal budget;
- it is the ability to "pay" for all types of payments;
- There is no right answer.

**44. Is it possible to include a graph of the company's sales dynamics in the text of the resume:**

- Yes;
- No.

**45. Should the resume contain a description of the forecast of possible changes in the market when introducing your new product (service)?**

- This must be done;
- You don't have to do this;
- You can't do that.

**46. In the final part of the resume, it is necessary to state the \_\_\_\_\_ (add it)**

**47. What should be disclosed in the table of contents of the business plan:**

- its purpose;
- its purpose;
- its contents;
- its design.

**48. What is the firm's highest achievement in the innovation process?**

**49. Is it necessary to list the company's achievements in the resume:**

- Yes;
- No;
- It's not modest.

**50. Which goods are consumer goods? (give examples).**

**51. Which goods are capital goods? (give examples).**

**52. According to the degree of durability, goods are divided into: (give examples).**

**53. Depending on consumer demand, goods are divided into:**

- everyday demand;
- increasing demand;
- passive demand;
- declining demand;

- for industrial purposes;
- pre-selection;
- special demand;
- short-term demand.

**54. Give some examples of interchangeable (alternative) products.**

**E-55 You bought a newspaper. What type of product would you classify it as?**

- goods for personal consumption;
- mass-market goods;
- pre-selection product;
- service;
- A product of special demand.

**56 To what type of commodity would you classify the share of a joint-stock company that you have bought?**

- business service;
- pre-selection product;
- a product in special demand;
- passive demand goods;
- capital assets;

**57. When does market saturation occur?**

**58. Name the correct sequence of the product life cycle:**

- growth, saturation, adoption, maturity, decline;
- introduction, maturity, growth, saturation, decline;
- adoption, decline, maturity, growth, saturation;
- introduction, growth, maturity, saturation, decline;
- introduction, growth, saturation, maturity, decline;

**59. What organizational and economic measures can be used to extend the life cycle of goods? (give examples).**

**60. Strategically, a firm's product policy is based on its concept of the product life cycle (LCT), i.e. the fact that:**

- Each product has a certain period of market stability, characterized by the volume of its sales and profit over time;
- the product must be profitable, its dynamics reflect the essence of the concept of LCT products;
- The demand for the product in the market changes very slowly.

**61. The life cycle of a product or the curves describing it in certain coordinates can be divided into the following stages:**

- the period of implementation costs; payback period; profit period;
- a period of low demand, a period of high demand;
- market entry; sales growth; maturity; saturation; recession.

**62. At what stage of the life cycle does the company usually start modifying a product or creating a new product?**

- at the maturity stage;
- at the saturation stage;
- in the recession stage.

**63. The main difficulties that arise for a firm at the stage of entering the market include:**

- fierce competition for market share;
- small serial production due to the experimental nature of production; the possibility of unforeseen costs for modifying the goods;
- Unpreparedness of the sales network.

**63. The most serious problems faced by a firm at the maturity stage include:**

- intensifying competition; the need for some price reduction;
- the need to change the packaging, the appearance of the goods, i.e. "pseudo-modification";

- A sharp increase in production costs.

**64. What is leasing?**

- the form of the loan;
- form of wholesale;
- form of property lease;
- the form of a joint-stock company;
- Form of the exchange.

**65. Consumer goods are characterized by:**

- distribution through a network of special stores;
- purchase of a large amount of money;
- no need for additional consultations with the seller;
- All answers are correct;
- There is no right answer.

**66. The first stage in the process of creating a new product is:**

- management analysis;
- product design;
- creating an idea;
- All answers are correct;
- There is no right answer.

**67. A product is new if:**

- This is how the market evaluates it;
- the manufacturer advertises the product in a new way;
- The manufacturer uses modern technology for its manufacture;
- All answers are correct;
- There is no right answer.

**68. It is advisable to create new products in the following ways:**

- by their own efforts;
- acquire patents;

- It all depends on the goals and resources of the company;
- All answers are correct;
- There is no right answer.

**69. A trademark is intended to:**

- compensate for the missing quality of the product;
- justify to the consumer a higher price for the product;
- differentiate the product in the market among its peers;
- All answers are correct;
- There is no right answer.

**70. What is the difference between assortment and nomenclature:**

- the nomenclature is part of the assortment;
- assortment is a narrower concept, it is part of the nomenclature;
- assortment and nomenclature are not used at the same time to characterize the same set of goods;
- All answers are correct;
- There is no right answer.

### **Test Evaluation Criteria**

Assessment is carried out in an e-learning session on a hundred-point scale.

The test includes 100 tasks, the maximum test score is 100.

Within the framework of the current level of knowledge assimilation in the discipline, a test result of at least 61 points is allowed.