

Location Analysis Self-Assessment Questions

1. Location variables are useful only for the analysis of a city or town for location purposes.
 - A. True
 - B. False

2. Location analysis should be carried out periodically during the life of a pharmacy.
 - A. True
 - B. False

3. The role played by a location in providing potential customers and by serving the pharmacy's objectives determines a _____.
 - A. functional location
 - B. symbiotic relationship
 - C. trading area

4. A location that interrupts the travel of the consumer on a shopping trip is called _____.
 - A. an interceptive location
 - B. a suscipient location
 - C. a generative location

5. Secondary information at the town or city level usually helps facilitate the operations of the pharmacy.
 - A. True
 - B. False

6. That area where 50% of the pharmacy's patrons reside is referred to as _____.
 - A. the interceptive location
 - B. the contiguous neighborhood
 - C. the primary trading area

7. The measure of income in an area predicts the number of possible dollars available for prescriptions.
 - A. True
 - B. False

8. An "interceptive location" is usually one that attracts shoppers to the area for the purpose of shopping.
 - A. True
 - B. False

9. The trading area of a pharmacy tends to follow rather distinct geographic boundaries formed by natural or man-made barriers.
- A. True
 - B. False
10. Location analysis will give the pharmacy manager a clearer picture of his target consumer and his competitive environment.
- A. True
 - B. False
11. The nature of the urban retail structure has resulted in two types of business areas: _____ and _____.
- A. urban and suburban
 - B. shopping center and central business district
 - C. planned and unplanned
12. In general, the trading area of a pharmacy is that spatial or geographical area from which the pharmacy draws its patrons.
- A. True
 - B. False
13. A location that one visits for reasons other than the purchase of prescriptions or other related goods or services is called _____.
- A. A preemptive location
 - B. A functional location
 - C. A suscipient location
14. The location decision must not be made only in terms of travel and parking ease, but must also take into consideration the breadth of services available from other, diversified retail outlets surrounding the pharmacy location.
- A. True
 - B. False
15. The move away from central cities into suburban areas has eased the pressure on the pharmacy manager's location decision.
- A. True
 - B. False