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## Appendix

## Questionnaires in Pricing Policy of Antibiotic Drugs in Thailand

### Part I : Quantitative Survey

Pricing policy here means that the pricing policy of \_\_\_\_\_ which your company has produced.

1. Sale promotion has been paid by \_\_\_\_\_ percent of total cost.
  
2. Price determination is depended on
  - \_\_\_ 2.1 Competitor based pricing with informal obligation among companies.
  - \_\_\_ 2.2 Market leader based pricing with informal obligation among companies.
  - \_\_\_ 2.3 Formal obligation pricing with encouraging from government.
  - \_\_\_ 2.4 Cost plus mark-up pricing
  
3. Are the same drugs sold to different group of customers charged at different prices ?
  - \_\_\_ 3.1 the same price with the same discount.
  - \_\_\_ 3.2 the same price but different discount.
  - \_\_\_ 3.3 the same price, no discount.
  - \_\_\_ 3.4 different price with different discount.
  - \_\_\_ 3.5 different price but same discount.
  - \_\_\_ 3.6 different price, no discount.

4. The impact of government policy on pharmaceutical industry.

4.1 The promotion of essential drug list

no effect

the effect of policy (please comment)

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4.2 The setting medium price of drugs

no effect

the effect of policy (please comment)

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4.3 Generic drug labeling regulations

no effect

the effect of policy (please comment)

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4.4 Price control by the Ministry of Commerce

no effect

the effect of policy (please comment)

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**Part II : In depth interview ( Qualitative Data )**

1. What are the factors that influence the price setting practice ?  
Why ?
2. Are the same drugs sold to different group of customers charged at different prices ? Why?
3. What are the problems of pharmaceutical industry ?
4. Please comment the guideline for policy makers to encourage this industry ?



### **Vitae**

Miss Nusaraporn Tatiyapaiboon was born in Bangkok , March 1st , 1967. She graduated from Chulalongkorn University, Bachelor of Sciences in Pharmaceutical Sciences, in 1989. She has furthered her study in Master of Sciences in Health Economics, Faculty of Economics, Chulalongkorn University, in 1994.

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