IIHMR UNIVERSITY

EXAMINATION CELL IIHMR UNIVERSITY

School of Pharmaceutical Management

Master of Business Administration

Pharmaceutical Management

Batch-08th (2016-2018) Second Year

Pharmaceutical International Business Management

Term Examination

Time - 3 Hour **MM-70**

The question paper contains **03** printed pages.

Instructions:

The question paper is divided in two sections: Section A (35 Marks) and Section B (35 Marks). Please read the instructions carefully for both the sections before answering the questions.

SECTION A (35 Marks)

Instructions for section A:-

All the questions in section A are compulsory

Q.1. Discuss citing proper examples the legal and regulatory considerations for carrying out international business in pharmaceuticals. **(05)**

Q2. What is economic globalization. What are the various aspects of economic globalization which should be investigated by an organization before venturing in an international pharmaceutical market. **(10)**

Q3. What are the key drivers for pharmaceutical global manufacturing and supply chain management? Support with relevant examples wherever necessary. **(10)**

Q4. Solve the following Case study: - **(10)**

Naturally-sourced zeaxanthin and lutein from KOSMOS pharmaceuticals has been approved as a New Food Material by the National Health and Family Planning Commission (NHFPC) of China. KOSMOS pharmaceuticals suggested the approval would give manufacturers a new opportunity to include natural zeaxanthin in supplements and foods for eye health benefits.

Dietary zeaxanthin and lutein are the carotenoids found in common foods and deposited in the eyes for vision health, with zeaxanthin more prevalent in the central region of the retina.

"We are excited to supply high-quality, naturally sourced zeaxanthin to Chinese companies looking for trusted ingredients that will help protect the eye health of Chinese consumers," said Anita Norian, president of Kemin Human Nutrition and Health.

Chinese consumers can now benefit from the eye health formulation of the Age-Related Eye Disease Study 2 (AREDS2), a study in more than 4,000 adults which showed that 2 mg of zeaxanthin reduced the risk of progression to advanced age-related macular degeneration (AMD).

Zeaxanthin and lutein act as powerful antioxidants in the eye with clinically proven benefits for visual performance and function, in addition to age-related eye conditions such as AMD and cataracts (*Optometry and Vision Science*, 2008. *Ophthalmology*, 2001. *JAMA Ophthalmology*, 2013.). Studies have also shown that zeaxanthin and lutein protect eyes from exposure to blue light, part of visible light and the most harmful to our eyes (*Survey of Ophthalmology*, 2006. *Acta Ophthalmologica Scandinavica*, 2006.).

Questions: -

If you are an Indian firm in the business of eye health, what are the issues, challenges and growth opportunities you see in front of you for expanding your business in the international market?

Section B (35 marks)

Note: Answer any two questions. Each question carries 10 Marks. Question number 8 is compulsory.

Q.5. Discuss about the modes of entry in international business and their advantages and disadvantages.

Q6. Global foreign Markets and determination of exchange rates – explain these things in detail.

Q7. Explain in detail the export import strategies with respect to a Pharmaceutical company having operations in BRIC countries.

Q8. **An AstraZeneca case study**

AstraZeneca is one of the world's leading pharmaceutical companies, producing a powerful range of medicines designed to fight disease in important areas of medical need. AstraZeneca was formed in April 1999 with the merger of Astra AB (an international pharmaceutical group based in Sweden) and Zeneca Group plc, a bioscience business, which itself was formed by a demerger from ICI in 1993. This merger brought together two companies with similar research-based cultures and a shared vision of the future of the pharmaceutical industry.

AstraZeneca now employs some 50,000 people worldwide and is a major player in the ethical pharmaceutical market, producing some of the world's best known medicines. In 1999, sales totalled over £9bn, with an operating profit of £2.2bn. AstraZeneca has over 30 production sites in 19 countries and sells medicines in over 100 countries. It is truly a global business.

The merger of the two companies brought some important benefits. With 100 years of combined experience, AstraZeneca has been able to concentrate skills and resources to improve the performance of the business. There were also considerable savings to be made in production, sales and marketing and administration.

These cost savings resulting from a merger are called economies of scale or synergies. The range of products that the two companies produced complemented each other and, although there were areas in which both companies were working, the overlap was minimal. The result is one of the broadest, strongest and most exciting product portfolios in the industry. AstraZeneca produces seven products that each has annual sales of over £300m.

AstraZeneca aims to become the world leader in at least four of these categories within the next ten years. In the UK, AstraZeneca is already leader in three - gastrointestinal, cancer, anaesthesia - and second in two - respiratory and cardiovascular.

AstraZeneca produces pharmaceutical products in seven key areas:-

- **Cancer**
- **Cardiovascular disease**
- **Central nervous system disease**
- **Gastrointestinal disease**
- **Infection**
- **Pain control and anaesthesia**
- **Respiratory disease.**

Q1. From the above mentioned case study elaborate about what are the strategies could be adopted by the company to produce and brand leader molecules in developing countries in that segments and how to establish the competitive advantage of the company. Analyse using standard models.

Q2. If you become Manager of the company in-charge of market entry strategies in India for new antimicrobial agent produce by the company, what could be your plan .