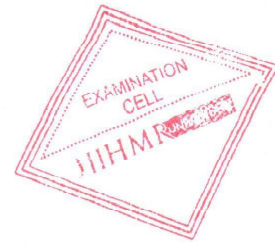


LIHMR UNIVERSITY
School of Pharmaceutical Management



Master of Business Administration
Pharmaceutical Management
Batch-09th (2017-2019) Second Year
Pharmaceutical International Business Management

Term Examination

Time - 3 Hour

MM-70

The question paper contains 01 printed pages.

All the questions in section A and B are compulsory

SECTION A (40 Marks)

- Q.1.** Discuss the evolution of global and international pharmaceutical business. (10)
- Q2.** What are the key elements of cultural environment which must be given due thought by a firm for escalating pharmaceutical international business opportunities? Support with appropriate examples. (10)
- Q3.** Explain briefly citing suitable examples the relevance of studying political environment for conducting global pharmaceutical business. (10)
- Q4.** Explain the significance of Factor Mobility and Trade theory (10)

Section B (30 Marks)

- Q. 1.** Explain the steps to penetrate into foreign country with the help of Global Penetration Grid (15)
- Q.2.** What do you mean by FDI? Differentiate brown field and gray field. Give your views on FDI in pharmaceutical sector in India (15)