IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-10 (2018-2020)

2 Year

Pharmaceutical International Business Management

Term Examination
January 2020

Time - 3 Hour **MM-70**

The question paper contains 1 printed page/s.

ALL THE QUESTIONS IN SECTION A AND SECTION B ARE COMPULSORY

SECTION A
(35 MARKS)

Q.1. A pharmaceutical organization wishes to expand their business and are targeting to expand at a global level from their current domestic market. They have consulted you for giving the strategy for global expansion. Suggest the roadmap citing suitable examples. (10)

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 elements of cultural environment which must be given due thought by a firm for escalating pharmaceutical international business opportunities? Support with appropriate examples. (10)

Q4. Discuss citing examples the degrees of competition: - Pure competition and Monopolistic competition (2.5x2=5)

SECTION B
(35 MARKS)

Q.1. Why country evaluation is needed to enter a new country market? Demonstrate the Grid to compare countries for market penetration. Describe opportunity risk matrix for country evaluation. (18)

Q.2. What do you mean by foreign exchange rate system? Explain the demand and supply graphical presentation. Demonstrate the effect of increase and decrease of supply and demand on price of commodities in the market. (17)