



School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-13th (2021-2023)

Second Year, Term 5 End Term Examination, November 2022

PHRM-724 Pharmaceutical International Business Management

Time - 3 Hour

MM-50

This question paper contains 1 printed page.

- Q.1. Briefly discuss the drivers of Pharmaceutical International Business. Cite suitable examples in support of your answer. (10)
- Q2. What are the key elements of the cultural environment which must be given due thought by a firm for escalating pharmaceutical international business opportunities? Support with appropriate examples. (10)
- Q3. Elaborate on two classical country-based International Trade Theory. Cite suitable examples in support of your answer (10)
- Q4. What do you mean by Pharmaceutical Export Strategy, Discuss the advantages and disadvantages of the Foreign Exchange Market (10)
- Q5. What do you understand by Global Strategy, discuss the various benefits of developing a global strategy? (10)