Enrolment No.: ……………………………

School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-14th (2022-2024)
Second Year, Term 5 End Term Examination, December 2023
PHRM-724 Pharmaceutical International Business Management

Time - 3 Hour	**Maximum Marks: 50 (Minimum Marks: 20)**

Instructions to students:

- **This question paper contains 1 printed page.**
- **Don't write anything on the Question Paper except writing your Enrolment No.**

Part A

(Maximum Marks: 5)

Q1. State True / False for the following statements (1 mark each):

(a). Cultural environments play a minimal role in influencing business practices and consumer behavior.

(b). Cross-national cooperation and agreements are irrelevant in the context of international business.

(c). Exchange rates are solely determined by market forces and are not influenced by any other factors.

(d). The strategy of international business is not affected by differences in cultural and economic factors across countries.

(e). International accounting issues are the same for companies regardless of their global operations.

Part B

(Maximum Marks: 15)

Answer the following questions.

Q2. Discuss the challenges of managing a global workforce, considering cultural diversity, and the role of human resources in achieving international business objectives. (5)

Q3. Differentiate between export and import strategies. (5)

Q4. What are the functions of global foreign exchange markets in international trade? (5)

Part C

(Maximum Marks: 30)

Answer the following questions, in detail.

Q5. What challenges and considerations are involved in marketing globally? (10)

Q6. Analyze the role of cultural, political, and economic environments in shaping the International Business landscape. Discuss how international businesses management drives these environmental factors, considering the challenges and opportunities they present. Quote examples to support your analysis. (10)

Q7. Discuss the key components of the strategy of international business, including country evaluation and selection, export and import strategies, and direct investment and collaborative strategies. (10)