Enrolment No.: ....

IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-15th (2023-2025)
Second Year, Term 5 End Term Examination, February 2025

PHRM-724 Pharmaceutical International Business Management

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

Instructions to students:

- **This question paper contains 2 printed pages.**
- **Don't write anything on the Question Paper except writing your Enrolment No.**

Part A

(Maximum Marks: 5)

Q1. State True & False (1 mark each):

a) Globalization has eliminated all barriers to international pharmaceutical trade.

b) Cultural differences have no significant impact on pharmaceutical international business operations.

c) Governments have no influence on international pharmaceutical trade policies.

d) Exchange rates are determined solely by government policies for pharmaceutical international business operations.

e) Marketing strategies must be standardized globally to ensure consistency in international pharmaceutical business operations.

Part B

(Maximum Marks: 15)

Answer the following questions (5 marks each):

Q 2 How does globalization influence the pharmaceutical industry in terms of international trade and market expansion?

Q 3 Differentiation between export and import strategies.

Q 4 How does global supply chain management enhance the efficiency of pharmaceutical manufacturing and distribution?

49

Enrolment No.: ....

Part C

(Maximum Marks: 30)

Answer any two of the following questions in detail (15 marks each):

Q 5 Discuss the impact of globalization on the pharmaceutical industry.

How does globalization affect market access, pricing strategies, and innovation in the pharmaceutical sector?

Explain how pharmaceutical companies have leveraged globalization to expand their international presence.

Q 6 **Managing Exchange Rate Fluctuations in Pharmaceutical Exports**

Case Study:

MediLife Pharmaceuticals, a mid-sized Indian pharmaceutical company, exports a significant portion of its products to the United States and European markets.

The company has recently faced challenges due to fluctuating exchange rates, significantly impacting its profit margins.

The company's finance team is evaluating strategies to mitigate these risks, such as hedging, diversifying export destinations, and renegotiating distributor contracts. Furthermore, the company must balance these financial strategies with competitive pricing in the global market.

Questions:

1. How can MediLife Pharmaceuticals mitigate the risks associated with exchange rate fluctuations?
2. What are the pros and cons of hedging to manage foreign exchange risks in the pharmaceutical sector?
3. What role do global foreign exchange markets play in ensuring stability for companies like MediLife Pharmaceuticals?

Q 7 Discuss the key components of the international business strategy, including country evaluation and selection, export and import strategies, and direct investment and collaborative strategy.

SD