

**Postgraduate Programme in Pharmaceutical Management**

**Batch 5<sup>th</sup> (2013-14)**

**National & International Environment for**

**Pharmaceutical Industry**

**(Term Examination)**

*16, Sep, 2013*

**Duration: 3 hr.**

**Maximum Marks – 70**

**Section A**

- Q1. Elaborate the research & development in the pharmaceutical industry with their focusing area & various opportunities for Indian R & D sector? (17)
- Q2. Discuss the policy environment for pharmaceutical industry; do you think that these policies are favorable for the growth of pharma industry? (17)
- Q3. Define environmental scanning and also discuss different types of external environment which directly and in-directly affect the organization performance? (17)
- Q4. Write short notes on (any 4) (4.75 marks each)
- a. Outsourcing in pharmaceutical industry
  - b. Generic drugs
  - c. DPCO (2013)
  - d. Contract research organization
  - e. FDI