IIHMR UNIVERSITY

MBA Pharmaceutical Management

(2014-16)

National & International Environment for Pharmaceutical Industry

(Term Exam)

Sept- 16, 2014

Duration: 3 hr.

Maximum Marks – 70

Attempt any 4 Question from (Q 1-6) each carry equal (12.5) marks;

Q1. Write the salient features on the evolution of Indian Pharmaceutical Industry with special focus on the facilitating factors?

Q2. Define environmental scanning and also discuss different types of external environment which directly and in-directly affect the organization performance?

Q3. Discuss in brief regarding business ethics in relation to pharmaceutical business?

Q4. Elaborate the outsourcing services provided in different core areas of Pharmaceutical Industry?

Q5. Give an overview of global use of medicines and Pharmaceutical market opportunities for developing countries?

Q6. Define various types of R&D and also discuss the various R&D opportunities in Indian Pharmaceutical market?

Q7. Write short notes on **(any four)** each carry equal **5 marks**:

1) Joint ventures
2) Pharmaceutical Licensing
3) Technology Transfer
4) Contract Manufacturing
5) Generic drugs
6) SWOT analysis

******All The Best******