



National and International Environment for Pharmaceutical Industry

Term Examination

Roll No.: _____ Signature of Invigilator _____

Time - 30 Min.

M.M-30

Section-A

Note: Attempt all questions. Each question carries 3 marks.

Please indicate True or False in the space provided.

- Q. 1. The Indian Pharma industry has been growing at a compounded annual growth rate (CAGR) of more than 15% over the last five years. (_____)
- Q. 2. Environmental scanning is identification and forecasting phenomena in the overall business strategies. (_____)
- Q. 3. The value system of founders and those at the director of affairs has important bearing on the choice of business, the mission and objectives of the organization, business policies and practices. (_____)
- Q. 4. The bargaining power of suppliers according to porter five force models is fit in pharmaceutical business. (_____)
- Q. 5. The ethics which guides and controls human conduct is known as Meta Ethics. (_____)
- Q. 6. Pharmaceutical industries perform technology transfer for exploitation in a different field of research for business strategies. (_____)

- Q. 7. Alignment with economic development priorities is a major factor for technology transfer in business environment. ()
- Q. 8. The inadequate profit base and pre-tax profit margin of pharmaceutical companies in India is much less than 6% on sales in sharp contrast to the 18% profit margins common to international companies is the reason for low investment in R&D. ()
- Q. 9. The delivering process of existing drugs in another innovative process is known as analogue research. ()
- Q. 10. The outsourcing in Pharma is not only includes transfer of ownership but it also consider the reliance on external sources for manufacturing components and other value-adding activities. ()



IIHMR UNIVERSITY
The IIHMR University, Jaipur
Institute of Health Management Research
MBA Pharmaceutical Management
Batch 07th (2015-2017) First Year



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Time – 1:30 Hour

M.M-40

Section-B

Note: Attempt any two questions. Each question carries 20 marks.

Q. 1. Define environmental scanning and also discuss different types of external environment which directly and in-directly affect the organization performance?

Q. 2. Give an overview of global use of medicines and Pharmaceutical market opportunities for developing countries?

Q. 3. Write short note: (Any 2)

- 1) Porter five force models
- 2) Indian generics
- 3) Pharmaceutical licensing