



National and International Environment for Pharmaceutical Industry
Term Examination

Time - 3 Hour

MM-70

The question paper contains only 1 printed page.

Attempt all questions, all question carries equal marks: (14)

- Q. 1.** Discuss the Porter's model in reference to Pharmaceutical industry?
- Q2.** Define outsourcing and also elaborate how outsourcing in different pharmaceutical operations takes place?
- Q3.** Elaborate about the business environment and also discuss the various factors which influence business operations?
- Q4.** How technology transfer contributing an important role in development of countries?
- Q5.** Write short notes on: (any 3)
- a. Pharma Export
 - b. Generics in Pharma
 - c. Competitive forces in pharma
 - d. SWOT

..... <Best Wishes>