

LIHMR UNIVERSITY
School of Pharmaceutical Management
MBA Pharmaceutical Management
Batch-09th (2017-2019)
First Year



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 licensing in Pharmaceutical industry in patent terms?
- Q2.** Define outsourcing and elaborate how outsourcing in different pharmaceutical operations takes place?
- Q3.** Elaborate about the business environment and 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. Ethics in Pharmaceutical business
 - d. SWOT

..... <Best Wishes>