



IIHMR UNIVERSITY
School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-10th (2018-2020)

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 in Part A and B

Part A

Q1. What do you mean by business, discuss business with characteristics? How micro environment affect the organization business process? **10**

Q2. If a new entrepreneur wants to enter in existing industries than what type of environmental model you will suggest him and why? **15**

Q3. What are the key drivers of outsourcing? How company considering key partnership for outsourcing? **10**

Part B

Q.5. Explain the emerging trends in pharmaceutical industry. Enlist the different drugs which are going to be off patented in 2018-2020? **17.5**

Q. 6. Describe the Jan Aushadhi Scheme with its objective and salient features. What is your opinion about the scheme to safeguard the people under BPL. **17.5**