



JIIHMR UNIVERSITY
School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-11th (2019-2021)

National and International Environment for Pharma Industry

Term Examination

1 Year
September 2019

Time - 3 Hour

MM-50

The question paper contains 01 printed pages.
Attempt any four question. Each question carries equal marks.

Attempt any four questions

- Q.1. Define the role of Drugs and cosmetic act 1940. Enlist the various schedules of the act.
- Q. 2. Describe the Jan Aushadhi Scheme with its objective and salient features. What is your opinion about the scheme to safeguard the people under BPL.
- Q.3. What do you understand by Porter's five forces of analysis of competition? Explain?
- Q.4. Business ethics are important? Why? explain **The Merck Vioxx Scandal case** where more than 40,000 people died.
- Q.5. Write note on (any Two):
- A) Drug Price Control Order
 - B) Procedure to fix the prices of bulk drugs
 - C) CDSCO and its role in Pharmaceutical Industry

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Q.1. Explain the emerging trends in pharmaceutical industry. Enlist the different drugs which are going to be off patented in 2018-2020.

Q. 2. Describe the Jan Aushadhi Scheme with its objective and salient features. What is your opinion about the scheme to safeguard the people under BPL.

Q.3. What do you understand by patent of a product? Discuss the Indian patent act 1970 with its different chapters.

Q.4. How Pharmaceutical industry in India evolved? Enlist the top 10 pharmaceutical companies with their annual turnover 2017-18.

Q.5. Write note on (any Two):

- A) DPCO
- B) Department of Pharmaceuticals and its functions
- C) CDSCO and its role in Pharmaceutical Industry