



School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-14th (2022-2024)

First Year, Term 3, End Term Examinations, April 2023

CC- 630 Business Development for Pharmaceutical Industry

Time - 3 Hour

Maximum Marks:50 (Pass Marks: 20)

This question paper contains 1 printed page.

Q1. Elaborate the role of Business Development in Pharmaceutical Industry. Cite relevant examples in support of your answer. (10 marks)

Q2. What are the Key skills needed as business development manager to drive the growth of a Pharmaceutical Industry. Cite relevant examples in support of your answer. (10 marks)

Q3. Elaborate on the different ways adopted by the Pharmaceutical Industries to fuel their BD through focus on Technology .Cite relevant examples in support of your answer. (10 marks)

Q4. Highlight on the various ways in which the contract development and manufacturing organizations expand their business in the Pharma Space. Cite relevant examples in support of your answer. (10 marks)

Q5. Mergers and Acquisitions are becoming increasingly vital for achieving the business growth of the Pharmaceutical sector. Elaborate the statement citing suitable examples in support of your answer. (10 marks)