Enrolment No.: ……………………………

School of Pharmaceutical Management

MBA Pharmaceutical Management
Batch-15th (2023-2025)
First Year, Term 1 End Term Examinations, November 2023

CC – 633 Pharma Business Environment

Time - 3 Hour **Maximum Marks: 50 (Minimum Marks: 20)**

Instructions to students:

- **This question paper contains 1 printed page.**
- **Don't write anything on the Question Paper except writing your Enrolment No.**

Part A

(Maximum Marks: 5)

Q1. State True or False for the following Statements

(a) Government stability affects the pharmaceutical business growth. (1)

(b) Janaushadhi Pariyojana promotes generics. (1)

(c) PLI scheme is applicable only for Pharmaceutical Sector. (1)

(d) CDSCO is controlled under the ministry of chemical and fertilizers. (1)

(e) DPCO regulates the pricing of drugs in India. (1)

Part B

(Maximum Marks: 15)

Answer the following questions:

Q2. What is environmental analysis? Explain PESTEL analysis with a case study of pharmaceutical organization. (7.5)

Q3. What are Pharmaceutical Business Ethics? Explain about different associations responsible to maintain the ethics in pharmaceutical business. (7.5)

Part C

(Maximum Marks: 30)

Answer the following questions, in detail.

Q4. Explain various Evolution Phases of Indian Pharmaceutical Industry, pre- and post-independence of India. (15)

Q5. What do you understand the patent litigation in pharmaceutical business and how it impacts on brands of a pharmaceutical company. Explain one case of patent litigation of any pharmaceutical organization. (15)