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Roll No

MPY-PMRA(B)
M.Pharmacy III Semester Examination, June 2020
International Business Management of Pharmaceutical Products
(Elective)
Time : Three Hours

Maximum Marks : 70

Note: i) Attempt any five questions.

ii) All questions carry equal marks.

1. What are the various types of environment affecting the international business environment? Explain about WTO also.
2. Discuss the impact of foreign direct investment on the pharmaceutical industry of India.
3. What are the types of multinational enterprises? Discuss the various factors affecting basic entry decision of MNEs in any country for a business.
4. Explain the reasons and process of strategic Alliance Management.
5. Discuss the Export-Import policy of India in relation to Pharma Industry in detail.
6. Explain:
 - a) Types of letter of credit
 - b) Bill of lading.
7. Discuss about the essentials of a valid contract. Also explain about the conditions when the consent is not free for a contract.
8. Explain about the process of formation of a company. Also explain about various documents required at the time of formation of a company.
