



RA-014-003904

Seat No. \_\_\_\_\_

**M. P. M. (Sem. IX) Examination**

February - 2019

**Pharmaceutical Business Environment**

**Faculty Code : 014**

**Subject Code : 003904**

Time : 3 Hours]

[Total Marks : 80

**Instructions :**

- (1) Answer any three from each section except question 1 and 5 are compulsory.
- (2) Figure to right indicate marks.
- (3) Draw neat and clean diagram when required.

**SECTION - I**

- 1 Answer any seven out of given 10 questions : 2×7=14
- (1) Explain the term Business Environment.
  - (2) What is Environment Scanning ?
  - (3) Define Globalization.
  - (4) Major Factors affecting Business.
  - (5) Define MNE.
  - (6) Name 2 MNC's.
  - (7) What does World Bank do ?
  - (8) Full form of IMF.
  - (9) Full form of EFF.
  - (10) Define Fiscal and Monetary policy.
- 2 Answer the Following :
- (A) Explain in detail Nature of Business Environment. 7
  - (B) Technological Environment - How it Impacts 6  
Business.
- 3 Answer the Following :
- (A) Explain Positive and Negative effect of Globalization. 7
  - (B) Explain in detail Characteristics of MNC's. 6

- 4 Answer the Following :
- (A) Explain in detail Main functions of IMF. 7
  - (B) Explain some Major Business Houses in India. 6

## SECTION - II

- 5 Answer any two out of three : 7×2=14
- (1) Why there should be International Expansion of any Business ?
  - (2) Write Short note on World Bank
  - (3) Explain in detail Benefits to India from IMF's Membership.
- 6 Answer the Following :
- (A) Explain in detail Significance of Business Environment. 7
  - (B) Write Short note on Technique of Environment Scanning. 6
- 7 Answer the Following :
- (A) Explain in detail Fiscal and Monetary Policies affecting Business. 7
  - (B) Give Overview of International Business Environment. 6
- 8 Answer the Following :
- (A) Explain in detail Political Factors affecting Business. 7
  - (B) If you are Owner - What would be your Strategy to build Major Business House. 6
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