

Question Paper

Exam Date & Time: 05-May-2018 (02:00 PM - 05:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

Manipal University, Manipal MPharm Theory End-Semester Examinations.
MANIPAL COLLEGE OF PHARMACEUTICAL SCIENCES
END SEMESTER THEORY EXAMINATIONS- MAY 2018
PROGRAM: MPHARM SEMESTER 2 (PHARMACEUTICAL ADMINISTRATION)
DATE: 05/05/2018
TIME: 2:00 PM - 5:00 PM
Managerial Economics [PMA-MPD202T]

Marks: 50

Duration: 180 mins.

a

Answer all the questions.

Answer the following (5 marks x 8 = 40 marks)

- 1) Explain different types of economic systems. (5)
- 2) Explain time series methods of forecasting models (5)
- 3) Explain various types of costs. (5)
- 4) Mention difference between macroeconomics and microeconomics with its limitations. (5)
- 5) Explain multiproduct pricing as a part of pricing decision for a company. (5)
- 6) Discuss cost plus pricing with an example. (5)
- 7) What are various pharmacoeconomic evaluation methods? Explain. (5)
- 8) Define opportunity and Sunk cost. What is meant by Capital rationing? Write about payback period method of investment decision. (5)

b

Answer all the questions.

Answer the following with specific answers (2 marks x 5 = 10 marks)

- 9) Enlist various types of demands. (2)

A)

- B) Enlist scope of managerial economics. (2)
- C) Why forecasting in Indian context is challenging? (2)
- D) Define mutually exclusive and independent projects. (2)
- E) What is meant by pharmacoeconomics? (2)

-----End-----