

# Question Paper

Exam Date & Time: 04-May-2019 (02:00 PM - 05:00 PM)



## MANIPAL ACADEMY OF HIGHER EDUCATION

Manipal Academy of Higher Education, Manipal MPharm Theory End-Semester Examinations.  
MPharm -Pharmaceutical Administration

MPharm Semester -II End-Semester Examination- May 2019

Exam Date: 04-05-2019

### Managerial Economics [PMA-MPD202T]

Marks: 75

Duration: 180 mins.

#### SECTION - A

Answer all the questions.

Answer the following (10 marks x 5 = 50 marks)

- 1) Explain qualitative and time series methods of forecasting. (10)
- 2) Discuss various types of cost. (10)
- 3) Sales forecast in India is not similar to developed countries. Discuss. (10)
- 4) Analyse characteristics of monopolistic competition. (10)
- 5) Enlist Investment decision methods. Explain Net present value and Internal Rate of Return with an example. (10)

#### SECTION - B

Answer all the questions.

Answer the following (5 marks x 5 = 25 marks)

- 6) Discuss scope of managerial economics. (5)
- 7) Define economics and managerial economics. Add a note on difference between macroeconomics and microeconomics. (5)
- 8) Specify major influences on pricing decisions. Outline advantages and disadvantages of cost plus pricing method. (5)
- 9) Examine different pharmacoeconomic evaluation methods. (5)
- 10) Indicate what is meant by Transfer pricing. (5)

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