

Exam Date & Time: 09-Sep-2021 (02:00 PM - 05:00 PM)



## MANIPAL ACADEMY OF HIGHER EDUCATION

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

**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 different types of economic systems. Discuss scope of managerial economics. (10)
- 2) Sales forecasting in India is not similar to developed countries. Discuss. Add note on key factors that determine the cost of pharmaceutical products. (10)
- 3) Explain qualitative and quantitative methods of forecasting models. (10)
- 4) Citing relevant examples, explain perfect competition, monopoly, monopolistic competition and oligopoly as part of market structure. (10)
- 5) Illustrate with an example conventional and non-conventional cash flow. Write about Payback period and Average Rate of Return with an example. (10)

### SECTION - B

**Answer all the questions.**

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

- 6) Define economics. Mention difference between macroeconomics and microeconomics with its limitations. (5)
- 7) Explain in detail determinants of cost. (5)
- 8) Discuss about pharmacoeconomics evaluation methods. (5)
- 9) What is meant by cost plus pricing? Enlist advantages and disadvantages of it. Define Sunk and Opportunity cost. (5)
- 10) Describe multiproduct pricing. (5)

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