

Exam Date & Time: 15-Jul-2022 (10:00 AM - 01:00 PM)



MANIPAL ACADEMY OF HIGHER EDUCATION

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

MANAGERIAL ECONOMICS [PMA-MPD202T -S1]

Marks: 75

Duration: 180 mins.

SECTION - A

Answer all the questions.

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

- 1) Explain in detail factors affecting forecasting in pharmaceutical domain. (10)
- 2) Discuss various types of cost. (10)
- 3) Sales forecast in India is not similar to developed countries. Discuss. (10)
- 4) Define Pharmacoeconomics. Explain various techniques for pharmacoeconomic evaluation. (10)
- 5) Discuss Perfect competition, monopoly, monopolistic competition and oligopoly as part of market structure. (10)

SECTION - B

Answer all the questions.

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

- 6) Discuss key factors that define pharmaceutical product costs. (5)
- 7) Define economics and managerial economics. Add note on difference between macroeconomics and microeconomics. (5)
- 8) Write a note on capital budgeting process. What are the basic principles of Capital Budgeting? Define Sunk and Opportunity cost. (5)
- 9) Calculate Payback period from the details given below. Which project is worth investing? (5)

| Investment | Initial Outlay (INR) | Net cash outflow per year | | |
|------------|----------------------|---------------------------|-------|-------|
| | | Year1 | Year2 | Year3 |
| A | 10000 | 4000 | 4000 | 10000 |
| B | 10000 | 5000 | 3500 | 8500 |
| C | 10000 | 12000 | 3000 | 7000 |
| D | 10000 | 9000 | 6000 | 8000 |
| E | 10000 | 6000 | 7000 | 5000 |
| F | 10000 | 8000 | 7000 | 6000 |

- 10) Specify major influences on pricing decisions. Outline advantages and disadvantages (5)

of cost plus pricing method.

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