IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management
(2018-2020) First Year

Managerial Economics

Term Examination

Duration: 2.30 Hours **Maximum Marks: 70**

1. What do you mean by Managerial Economics? Briefly describe the principles Managerial Economics. **14**

   OR

   Describe the meaning of Managerial Economics. What is the scope and importance of Managerial Economics for Pharmaceutical Industry?

2. Describe the concept of "Elasticity of Demand". Explain the following elasticities with example from Pharma industry **14**
   a. Price Elasticity Demand
   b. Income Elasticity of Demand
   c. Cross Elasticity of Demand

3. Write Short Note on the following: **14**
   a. Explicit and Implicit Cost
   b. Transaction Cost
   c. Fixed and Variable Cost
   d. Average and Marginal Cost
   e. Transfer Pricing
   f. Market Power
   g. Break-Even Point

4. What are the different types of market structures? Describe the characteristics of each market. **14**

5. Explain the meaning of price discrimination. Describe the "block pricing and "commodity bundling". **14**