EXAMINATION CELL IIHMR UNIVERSITY

IIHMR UNIVERSITY

School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-11 (2019-2021)

Managerial Economics

Term Examination

1 Year

December 2019

Time - 3 Hours **MM-50**

Q.1	What are the basic objectives of managerial economics? Explain with an example that how the methods of economics are useful in dealing with the managerial problems.	10
Q.2	Define demand and what are its various types?	10
Q.3	with the use of appropriate diagram, differentiate between change in quantity demanded and the change in demand.	10
Q.4	Write a short note on the followings: a) Price elasticity of demand b) Income elasticity of demand c) Cross price elasticity of demand	10
Q.5	Write a detailed note on the different forms of the market. OR	10
Q.6	Explain the various concepts of cost in brief.	10