



PJ – 692

III Semester M.B.A. Degree Examination, January/February 2019
(CBCS Scheme)
(2014 – 15 & Onwards)
MANAGEMENT

Paper – 3.6.3 : Health Economics

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions :

(5×5=25)

1. Bring out the salient features of health economics. Give examples.
2. Elucidate the need for analyzing the 'elasticity of demand and supply' in health care. Give examples.
3. Discuss the cost principles involved in pricing a health care product with examples.
4. Elicit the difference between 'cost benefit analysis' and 'cost effective analysis'.
5. Explain the role of free market concept in health care with adequate examples.
6. List out various techniques used to measure the elasticity of demand and supply in health care.
7. Explain various functions and roles of financial markets.

SECTION – B

Answer **any three** of the following questions :

(3×10=30)

8. 'Active role of free market is necessary in managing health care in an exorbitantly populated country like India' – Examine this statement placing your arguments with examples.
9. Critically review the need for analysing the cost benefits and effectiveness of public health care schemes administered across your State.

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10. Explain any three major factors affecting health care demand for an individual. How would you choose variables if you were to estimate demand for your entire State ?
11. 'Governance and effective management of health care is an important issue for any country; otherwise it has a very serious ramification on economic development' – Critically examine this statement with the support of adequate illustrations.

SECTION - C

Compulsory (Case Study) :

(1×15=15)

12. A pharmaceutical firm sells its patented drug into two markets, Bangalore and Chennai. The demand is relatively inelastic in Bangalore. Assume that resale or arbitrage among markets is impossible. Which market will have a higher price ? Graphically illustrate your answer.