



## BRAINWARE UNIVERSITY

**Term End Examination 2024-2025**  
**Programme – MBA(HM)-2024**  
**Course Name – Health Economics**  
**Course Code - MHM20109**  
**( Semester II )**

*Library*  
**Brainware University**  
398, Ramkrishnapur Road, Barasat  
Kolkata, West Bengal-700125

**Full Marks : 60**

**Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### **Group-A**

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Identify the primary focus of managerial economics
  - a) Maximizing profits
  - b) Maximizing market share
  - c) Maximizing revenue
  - d) Maximizing employee satisfaction
- (ii) Choose the following is NOT a fundamental concept of managerial economics
  - a) Demand elasticity
  - b) Opportunity cost
  - c) Cost-benefit analysis
  - d) Aggregate demand
- (iii) Recognize the significance of marginal analysis in managerial economics
  - a) It helps identify the best possible option
  - b) It focuses on fixed costs
  - c) It ignores variable costs
  - d) It considers only short-term effects
- (iv) Select the following is a microeconomic approach to studying healthcare markets
  - a) Analyzing individual healthcare provider behavior
  - b) Analyzing national healthcare policies
  - c) Analyzing global healthcare trends
  - d) Analyzing healthcare expenditure
- (v) Examine the fundamental principle behind the law of demand in health economics
  - a) As the price of healthcare services decreases, the quantity demanded increases
  - b) As the price of healthcare services increases, the quantity demanded decreases
  - c) As the price of healthcare services increases, the quantity demanded increases
  - d) As the price of healthcare services decreases, the quantity demanded decreases
- (vi) Choose the following best describes the concept of opportunity cost in health economics
  - a) The value of the next best alternative foregone when a choice is made
  - b) The total cost of healthcare services



8. Differentiate between elastic and inelastic supply with examples. (5)
9. Explain the concept of the circular flow of macroeconomic activity with its significance. (5)
10. Explain the law of supply. (5)
11. Explain income elasticity of demand. (5)
12. Distinguish between Disability Adjusted Life Years (DALY) and Quality Adjusted Life Years (QALY) in health economics. (5)

OR

Conclude the significance of sensitivity analysis in healthcare cost evaluation. (5)

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