

**MBA IN INTERNATIONAL HOSPITALITY  
MANAGEMENT (MBA IHM)**

**Term-End Examination**

00261

December, 2014

**MHY-007 : MANAGERIAL ECONOMICS**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Answer any *five* questions. All questions carry equal marks.

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1. Write a note on the scope of Managerial economics. 20
2. What is Demand estimation and forecasting? Explain with example and graph. 20
3. What is Law of Return? How is this useful for management ? 20
4. Explain how technological changes make an impact on production decisions. 20
5. Explain Special Pricing Techniques with one example of each. 20
6. Write short notes on the following : 10+10=20
  - (a) General Pricing Strategies
  - (b) Shut down points

7. "Advertising and offers are outcomes of Price-output decisions." Elucidate this statement with examples. 20
8. What is Risk Analysis ? How does it affect Business Cycle ? 20
9. Write an essay on operative aspects of microeconomic policies. 20
10. Write short notes on the following : 10+10=20
- (a) Tariff Analysis
  - (b) Inflation Analysis
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