

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

**Term-End Examination
December, 2017**

**MHY-024 : BUSINESS STATISTICS AND
ECONOMICS**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions. All questions carry equal marks.

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1. (a) Explain different sources of data for hospitality sector. 10+10=20
(b) What is the importance for having accurate statistics in hospitality sector ?

 2. (a) What is the difference between central tendency and dispersion ? 10+10=20
(b) Write the important measures of central tendency.

 3. Distinguish between the following : 10+10=20
(a) Historical and Replacement Cost
(b) Incremental and Sunk Cost

 4. Write notes on : 10+10=20
(a) Cost concepts
(b) Private cost and Social cost

5. What are the various techniques of pricing a menu of a fine dine Restaurant ? 20
6. Make a feasibility report for setting a 4-star resort hotel near a beach. (Assume data). 20
7. Write briefly on (any two) : 10+10=20
- (a) Bar charts
 - (b) Pie charts
 - (c) Limitations of secondary data
8. How is market classification done ? Explain Perfect and Imperfect markets. 20
9. Write in detail the concept of feasibility report with its importance. 20
10. Explain exchange rate. How does favourable exchange rate helps in the growth of hospitality industry ? 20
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