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**M.Sc. IN HOSPITALITY ADMINISTRATION
(MHA)**

Term-End Examination

December, 2017

MHA-018 : MANAGERIAL ECONOMICS

Time : 3 hours

Maximum Marks : 100

*Note : Attempt any five questions in about 600 words.
All questions carry equal marks.*

1. Explain the nature of managerial economics. Also discuss the basic characteristics of managerial economics. **20**
2. What is price elasticity of demand ? Discuss the determinants of price elasticity. **20**
3. Discuss in brief the demand forecasting techniques. Support your answer with relevant examples from Hospitality industry. **20**
4. Discuss with examples how managerial economics is an integral part of business activity. **20**
5. Write short notes on any two of the following :
 - (a) Production Isoquants **2x10=20**
 - (b) Direct and Indirect Cost
 - (c) The law of diminishing marginal Returns

6. Distinguish between economies of scale and economies of scope using examples. 20
 7. What is cost function ? Discuss the determinants of cost function. 20
 8. Discuss the relevance of perfect Competition and monopoly in the modern Indian context. 20
 9. Differentiate between monopolistic Competition and oligopolistic Competition. 20
 10. Discuss the important technical barriers to entry. Support your answer with relevant examples. 20
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