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

Term-End Examination

December, 2018

MHA-018 : MANAGERIAL ECONOMICS

Time : 3 hours

Maximum Marks : 100

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- Note : (i) Attempt any five questions.
(ii) All questions carry equal marks.*
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1. What are basic problems of an economy ? Which 20
problems of an economy constitute the subject
matter of microeconomics ?

2. What do you mean by "Barometric 20
Forecasting" ? Also discuss different demand
forecasting techniques.

3. Discuss different cost concepts that are frequently 20
used in the managerial decision making process.
What is the difference between economic costs
and accounting costs ?

4. Write short notes on : 10x2=20
(a) Economies and Diseconomies of scale
(b) Application of Cost Analysis

5. Discuss the managerial uses of production function ? What care should be taken while collecting the data for estimation of a production function ? 20
6. Write short notes on the following : 10x2=20
(a) Effect of Buyers
(b) Product Characteristics
7. Describe the characteristics of pure/perfect competition and pure monopoly. 20
8. What do you understand by barriers to entry ? Discuss its various types. 20
9. Discuss the nature and scope of managerial economics. How managerial economics help in preparing managers ? 20
10. What is Pure Bundling, Mixed Bundling and Tying ? Give suitable examples from service industry. 20
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