

00334

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

**Term-End Examination**

**June, 2014**

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

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** Answer *any five* questions. Each question carries *equal* marks.

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1. "Good knowledge of business statistics is helpful for an entrepreneur in the hospitality sector". Justify the statement. **20**
  
2. What is meant by central tendency ? How is it different from dispersion ? Explain the important measures of central tendency. **20**
  
3. You are required to collect data on desirable entertainment avenues expected in a tourist destination. **10+10**
  - (a) Outline the steps you will follow to collect data on the above.
  - (b) Prepare a short questionnaire to collect data on the above.

4. (a) What is meant by correlation coefficient ?  
What are its implications ? 10+10
- (b) Calculate correlation coefficient from data recorded in 10 cities of India.

No. of Tourists (in thousands)	Revenue of Hotel Industry (in Rs. Lacs)
18	13
6	17
10	13
11	12
9	20
14	18
8	24
14	26
16	25
14	32

5. Write short notes on the following (Any two) :
- (a) Types of feasibility studies 10+10
- (b) Limitations of secondary data
- (c) Pie chart
6. Define monopoly. With the help of diagram explain how a monopolist firm achieves equilibrium. 20
7. Bring out the main features of Hotel supply. What are the factors that influence supply of Hotels ? 20
8. What is exchange rate ? In what respects does a favourable exchange rate helps growth of hospitality industry ? 20

9. Briefly outline the factors one should take into account while fixing price of hospitality services. **20**
10. Write short notes on the following **(Any two) : 10+10**
- (a) Price elasticity of demand
  - (b) Private cost and social cost
  - (c) Marginal cost
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