M.Sc. IN HOSPITALITY ADMINISTRATION (MHA)

00496

Term-End Examination

June, 2016

MHA-18 : MANAGERIAL ECONOMICS

Time : 3 hours   *Maximum Marks : 100*

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

1. Briefly describe the fundamentals of Managerial   **20** Economics. Explain the scope of Managerial Economics as tools of managerial decision making.

2. What is the basic objective of a firm ? Distinguish   **20** between "Accounting Profit" and "Economic Profit" with the help of an illustration.

3. Explain why the average cost curve is   **20** U-shaped ? The long run average cost curve is always an envelope of short run average cost curves. Discuss.

4. What is "Perfect Competition" ? Discuss its   **20** characteristics and relevance.

5. State the law of Demand. Explain with examples   **20** the difference in demand curve for substitutes and complements.

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6. Explain with examples economies and diseconomies of scale. How do economies and diseconomies of scale, determine the shape of the LARC ?   20

7. Describe different types of Statistical Analysis. Discuss the limitations of different types of Statistical Analysis.   20

8. Define and discuss Cost Function and its determinants. What are the empirical estimates of Cost Function ?   20

9. What is Oligopoly ? Differentiate oligopoly from Monopoly.   20

10. Write short notes on the following :   10x2=20
    (a) Bundling
    (b) Peak Load Pricing

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