

00404

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

Term-End Examination

June, 2018

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

Time : 3 hours

Maximum Marks : 100

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

1. How does data collection help in planning a new restaurant ? Explain with the help of examples. 20
2. (a) Explain the measures of central tendency. 20
(b) Describe the techniques of data collection and its presentation.
3. Explain the following (any two) : 2x10=20
(a) Private and Social cost
(b) Average and Marginal cost
(c) Long run and Short run cost
4. Write notes on : 10+10
(a) Marginal cost
(b) Opportunity cost
5. Write briefly the factors one should take into account while fixing price of hospitality services. 20

6. Make a project report for opening a banquet hall in a city (assume data). 20
 7. What is a market ? Explain in detail the various market forms. 20
 8. Write briefly on : 10+10
 - (a) Perfect competition
 - (b) Imperfect competition
 9. Explain the importance of improvement of 'Balance of Payment' for any business. Explain its various techniques. 20
 10. What is the importance of feasibility report for a hotel project ? Explain. 20
-