

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

Term-End Examination

00644

June, 2019

MHY-007 : MANAGERIAL ECONOMICS

Time : 3 hours

Maximum Marks : 100

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

1. Explain consumer surplus with examples. What is Theory of Consumer Choice ? Describe. 20
2. Write short notes on : 20
 - (a) Price Elasticity
 - (b) Marginal Revenue
3. Explain in detail, the scope of Managerial Economics in the Indian context. 20
4. Explain with examples, the advantages of applying cardinal utility theory for analysis of business. 20

5. Write short notes on : 20
- (a) Law of Return
 - (b) Engineering Cost Curves
6. Explain how the technology changes affect the production decisions of a business. 20
7. Explain how collusive behaviour of firms is different from cartel behaviour. Explain with suitable examples from the hospitality industry. 20
8. Explain Baumol's sales maximization model and advertising and price-output decisions. 20
9. Write an essay on business cycle with examples from hospitality industry in India. 20
10. Write short notes on : 2×10=20
- (a) Investment and Capital Replacement Decisions
 - (b) Tariff Analysis
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