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MHA-18

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

Term-End Examination

June, 2020

MHA-18 : MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 100

Note : (i) Answer any five questions in about 600 words each.

(ii) All questions carry equal marks.

1. What is the role of managerial economics in preparing managers ? Give suitable examples.
20
2. Discuss with examples, how managerial economics is an integral part of business activity.
20
3. Critically analyze the effect of advertising on demand. Give suitable examples from hospitality industry.
20

4. How can you estimate tourist demand by using regression analysis ? Give suitable examples. 20
5. Write short notes on the following : $10 \times 2 = 20$
 - (a) Oligopolistic Competition
 - (b) Stages of Production
6. Write an essay on "Cost Concepts" that are relevant for managerial decisions. 20
7. What is time series analysis, cross-section analysis and engineering analysis ? What are the limitations of different types of statistical analysis ? 20
8. What is linear cost function, quadratic cost function and cubic cost function ? What are the conceptual and statistical problems in estimating such functions ? Explain. 20
9. What is "Competition" ? Discuss the factors that determine the nature competition. 20
10. Write short notes on the following : $10 \times 2 = 20$
 - (a) Monopoly and its characteristics
 - (b) Evaluation of Monopoly