

No. of Printed Pages : 2

MHA-18

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

Term-End Examination

June, 2024

MHA-18 : MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 100

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

1. “Managerial economics is application of economic concepts in business decision making”. Explain with suitable example. 20
2. Define ‘Demand’ as an economic concept and explain the law of demand with suitable example. 20
3. Write short notes on the following : 10+10=20
 - (a) Economies of scale
 - (b) Opportunity cost

P. T. O.

[2]

4. What are barriers to entry ? Explain its various types. 20
5. Write short notes on the following : 10+10=20
 - (a) Price elasticity
 - (b) Effect of advertising on demand
6. Explain various determinants of demand in hospitality sector. 20
7. Explain various statistical analytical techniques with their merits and demerits. 20
8. What is 'Production Function'. Explain various types of production functions with suitable example. 20
9. Explain various types of market structure with suitable example. 20
10. Explain various types of pricing strategic with example from hospitality sector. 20