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M.Sc. in HOSPITALITY ADMINISTRATION

Term-End Examination

October, 2010

MHA-18 : MANAGERIAL ECONOMICS

Time : 3 hours

Maximum Marks : 100

Note : This paper carries ten questions. Answer any five questions in about 500 words each unless specified. All questions carry equal marks.

1. Discuss the nature of Managerial Economics. 20
Mention its scope.

2. Write notes on *any four* of the following : 5x4=20
 - (a) The incremental concept.
 - (b) Opportunity cost.
 - (c) The invisible hand.
 - (d) Firms Constraints.
 - (e) Decision making under risk.

3. Discuss the variables which may be included in 20
the demand function and explain their impact on
demand.

4. Discuss the effect of advertising on demand with 20
examples.
5. Write about 250 words each on *any two* of the 10x2=20
following :
- (a) Economic Efficiency.
 - (b) Regression Analysis.
 - (c) Optimisation Concept.
6. Discuss the managerial uses of production 20
function.
7. Classify the market structures and support your 20
answer with the help of examples.
8. How many options would an amusement park 20
have for pricing decision ? Discuss.
9. What do you mean by "Price Discrimination" ? 20
Define and discuss.
10. Why do you think bundling has emerged as an 20
important aspect of customer pricing ? Give
examples of bundling from the Indian market.