

00270

**MBA IN INTERNATIONAL HOSPITALITY
MANAGEMENT**

**Term-End Examination
December, 2016**

MHY-007 : MANAGERIAL ECONOMICS

Time : 3 hours

Maximum Marks : 100

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

1. Explain managerial economics. How it is both descriptive and perspective ? 20

2. (a) Explain Indifference curve technique. 2x10=20
(b) Explain the theory of consumer choice.

3. Write notes on : 2x10=20
(a) Cardinal Utility Theory
(b) Demand estimation and forecasting

4. Explain law of variable proportions with examples. 20

5. Write notes on : 2x10=20
(a) Engineering cost curves
(b) Optimal input combination

6. Explain various Special Pricing Techniques along with examples. 20
7. Write notes on : 2x10=20
(a) Game Theory
(b) Strategic behaviour
8. Write notes on : 2x10=20
(a) Duopoly analysis using reaction curve
(b) Advertising and price output decisions
9. Explain in detail 'Business Cycle' with example. 20
10. Explain Investment and Capital replacement decisions. 20
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