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MHA-18

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

Term-End Examination

December, 2023

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. Explain in detail the nature and scope of Managerial Economics with suitable examples. 20
2. Describe the term 'Demand'. Explain the determinants of demand with examples from hospitality organisations. 20
3. Explain the role of Managerial Economics in various types of business decisions with suitable examples. 20

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4. Explain various techniques of demand forecasting with examples. 20
5. Write short notes on the following : 10+10
 - (a) The incremental concept
 - (b) Opportunity cost
6. Explain economies and diseconomies of scale with suitable examples. 20
7. What do you mean by 'Market Structure' ? Explain various types of market structures. 20
8. Explain various cost concepts and their relevance in business decisions. 20
9. What is price discrimination ? Explain various degrees of price discrimination. 20
10. What is 'Bundling' ? Explain various types of bundling with suitable examples from hospitality industry. 20