

**MBA IN INTERNATIONAL HOSPITALITY  
MANAGEMENT**

00344

**Term-End Examination**

**June, 2014**

**MHY-007 : MANAGERIAL ECONOMICS**

*Time : 3 hours*

*Maximum Marks : 100*

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**Note :** (i) *Attempt any five questions.*  
(ii) *All questions carry equal marks.*

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1. What is pricing strategy ? What are the objectives of pricing strategy ? 20
2. How marginal revenue curve and average revenue curve are used in finding producer's equilibrium ? 20
3. Explain in detail advantages of applying cardinal utility theory for analysis of business. 20
4. Explain various aspects of a micro economic policy. 20
5. What are revenue curves of an organization ? What do these curves indicate ? 20
6. What are various strategies adopted to cover risk in an organisation ? 20

7. Write short notes on : 2x10  
(a) Oligopoly  
(b) Inflation analysis
8. Explain following terms : 2x10  
(a) Elasticity of demand  
(b) Laws of return
9. Write duties and responsibilities of a 'Business Economist'. 20
10. What is 'Game theory' ? Explain with examples. 20
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