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MHA-18

**M. SC. IN HOSPITALITY
ADMINISTRATION (MHA)
Term-End Examination
June, 2023**

MHA-18 : MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Discuss the scope of managerial economics in managing hospitality organizations by giving suitable examples. 20
2. What do you mean by “Demand” ? Discuss various determinants of demand. 20
3. Explain the effect of advertising on demand by giving suitable examples. 20
4. What is regression analysis ? Explain its significance in estimation of demand. 20
5. Write notes on the following : 10×2=20
 - (i) Monopoly and Oligopoly
 - (ii) Price Elasticity and Income Elasticity
6. What do you mean by market structure ? Explain various types of market structures. 20

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7. What is production function ? What is the difference between long-run and short-run production function ? 20
8. Write a note on various methods of price discrimination. 20
9. What is break even analysis ? Explain with suitable examples. 20
10. Explain any *two* with examples : 10×2=20
 - (a) Accounting cost
 - (b) Economic cost
 - (c) Opportunity cost