

**EXECUTIVE MBA IN INTERNATIONAL
HOSPITALITY MANAGEMENT (EMBA IHM)**

Term-End Examination

June, 2015

**MHY-024 : BUSINESS STATISTICS AND
ECONOMICS**

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Answer any five questions.*
(ii) *All questions carry equal marks.*
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1. (a) Describe the measures of central tendency. 10
(b) What is the meaning and significance of simple correlations? 10
2. Distinguish between the following (any two) : 10+10
(a) Average cost and marginal cost
(b) Incremental cost and sunk cost
(c) Private cost and social cost
3. Answer the following : 10+10
(a) "Data collection is an important process for statistical purposes". Discuss the statement.
(b) Describe various methods of collecting secondary data.

4. Describe the pattern and features for supply with examples from the hotel industry. 20
 5. (a) How are pricing of rooms done in a hotel ? 10
(b) Explain different formulas used for fixing Room Rates in a hotel. 10
 6. Why is feasibility report important for a hotel project ? Explain. 20
 7. Describe the various stages and types of feasibility reports. 20
 8. Why is it important to improve the balance of payment for any business ? Explain with its various techniques. 20
 9. What is pure competition ? How does it effect in the marketing process ? 20
 10. Write short notes on **any two** of the following : 10+10
 - (a) Perfect competition
 - (b) Imperfect competition
 - (c) Bar charts
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