

No. of Printed Pages : 3

1061614
MHA-18

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

Term-End Examination

June, 2019

MHA-18 : MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 100

*Note : Attempt any five questions in about
600 words each. All questions carry equal
marks.*

1. How is managerial economics related to different disciplines ? Also discuss the role of managerial economics in preparing managers to work effectively. 20
2. Write short notes on the following : 10 each
 - (a) Uncertainty analysis
 - (b) Concept of optimization

(A-21) P. T. O.

3. Discuss the effect of advertising on Demand. Substantiate your answer with suitable examples from hospitality field. 20
4. What do you understand by the term "Forecasting" ? Also analyse the different marketing approaches to demand measurement. 20
5. Differentiate between accounting cost and economic costs. Also discuss the significance of opportunity cost in managerial decision-making. 20
6. What is Short-Run Cost Analysis ? Explain the various economics of scale. 20
7. Write an essay on "Types of Statistical Analysis". 20
8. What do you mean by perfect competition and monopoly ? What would be the effect of technological change in the long-run under perfect competition ? 20

9. How many options does an amusement park have when it comes to the pricing decision ?
Elaborate with suitable examples. 20
10. Write short notes on the following : 10 each
- (a) Two part tariffs
 - (b) Pure bundling and Mixed bundling