

No. of Printed Pages : 2

**MHA-18**

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

**00481 Term-End Examination  
December, 2014**

**MHA-18 : MANAGERIAL ECONOMICS**

*Time : 3 hours*

*Maximum Marks : 100*

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

- 
1. Discuss the techniques of demand forecasting. 20
  2. Discuss the managerial uses of production function. 20
  3. Differentiate between the following : 5×4=20
    - (a) Relevant and Irrelevant Costs
    - (b) Accounting and Economic Costs
    - (c) Fixed and Variable Costs
    - (d) Total and Marginal Costs
    - (e) Direct and Indirect Costs
  4. What are the characteristics used for classifying market structures ? What factors determine the nature of competition ? 20
  5. What do you understand by cost function ? What are the methods of cost estimation? 20

6. Write short notes on any **two** of the following :  $2 \times 10 = 20$

- (a) Price Elasticity
- (b) Competition in Telecommunication services
- (c) Law of Demand

7. What do you understand by pricing strategy ? Explain with example the role of Price discrimination as a pricing strategy. 20

8. Explain with examples the pricing strategies to be followed in a market with oligopolistic competition. 20

9. Discuss the effect of pricing on demand. Substantiate your answer with suitable examples. 20

10. Write short notes on any **two** of the following :  $2 \times 10 = 20$

- (a) Perfect Competition
  - (b) Economic Efficiency
  - (c) Value Maximisation
-

No. of Printed Pages : 2

**MHA-18**

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

**Term-End Examination**

**June, 2015**

00238

**MHA-18 : MANAGERIAL ECONOMICS**

*Time : 3 hours*

*Maximum Marks : 100*

---

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

---

1. Explain the fundamental nature of managerial economics. Discuss the scope of managerial economics. 20
2. "Managerial economics is an integral part of business activity." Comment. 20
3. What do you understand by demand function ? Discuss the determinants of demand. 20
4. What do you understand by price elasticity of demand ? Discuss the concept with suitable examples from Hospitality business. 20

5. Write short notes on any **two** of the following : 2×10=20
- (a) Barometric Forecasting
  - (b) Market Demand Curve
  - (c) Stages of Production
6. Discuss demand forecasting techniques. How can it be useful in Hospitality business ? 20
7. Differentiate between accounting costs and economic costs. Give suitable examples to support your answer. 20
8. What is marginal cost ? Explain the relationship between marginal cost and average cost. 20
9. What is short run cost analysis ? Explain the application of cost analysis. 20
10. What is monopoly ? Explain the characteristics of monopoly. 20
-

No. of Printed Pages : 2

**MHA-18**

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

**Term-End Examination**

**December, 2015**

**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. Discuss the role of managerial economics in preparing managers. How managerial economics is related to different disciplines ? 20
2. What is the law of demand ? Discuss the tastes and preferences as determinants of demand. 20
3. Explain the major marketing approaches to demand measurement. 20
4. Explain the determinants of price elasticity. Elaborate with suitable examples from tourism industry. 20
5. What is production function ? How does a long run production function differ from a short run production function ? Explain. 20

6. Write short notes on **any two** of the following :  
(a) Explicit and Implicit costs 10x2=20  
(b) Direct and Indirect costs  
(c) Fixed and Variable costs
7. What do you understand by “cost-efficiency”? 20  
Draw a long run cost diagram and explain.
8. Explain the types of statistical analysis. Also 20  
discuss the limitation of different types of  
statistical analysis.
9. Classify the market structures based on certain 20  
factors. Support your answer with the help of  
suitable examples.
10. Distinguish between monopolistic competition 20  
and oligopolistic competition by referring suitable  
examples.

No. of Printed Pages : 2

**MHA-18**

00496

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

**Term-End Examination**

**June, 2016**

**MHA-18 : MANAGERIAL ECONOMICS**

*Time : 3 hours*

*Maximum Marks : 100*

---

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

---

1. Briefly describe the fundamentals of Managerial Economics. Explain the scope of Managerial Economics as tools of managerial decision making. 20
2. What is the basic objective of a firm ? Distinguish between "Accounting Profit" and "Economic Profit" with the help of an illustration. 20
3. Explain why the average cost curve is U-shaped ? The long run average cost curve is always an envelope of short run average cost curves. Discuss. 20
4. What is "Perfect Competition" ? Discuss its characteristics and relevance. 20
5. State the law of Demand. Explain with examples the difference in demand curve for substitutes and complements. 20

6. Explain with examples economies and diseconomies of scale. How do economies and diseconomies of scale, determine the shape of the LARC ? 20
7. Describe different types of Statistical Analysis. Discuss the limitations of different types of Statistical Analysis. 20
8. Define and discuss Cost Function and its determinants. What are the empirical estimates of Cost Function ? 20
9. What is Oligopoly ? Differentiate oligopoly from Monopoly. 20
10. Write short notes on the following : 10x2=20
  - (a) Bundling
  - (b) Peak Load Pricing

---

[www.ignouassignmentguru.com](https://www.ignouassignmentguru.com)

No. of Printed Pages : 2

**MHA-018**

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

**Term-End Examination**

**December, 2016**

00413

**MHA-018 : MANAGERIAL ECONOMICS**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. "Managerial economics is the integration of economic theory with business practice for the purpose of facilitating decision-making and forward planning by a manager." Elaborate the statement and discuss the underlying concept with suitable examples. 20
2. What do you understand by demand forecasting ? While describing the regression method of demand forecasting, explain why it is important for the firm to forecast demand. 20
3. What are the barriers faced by a Multi-National Hospitality Company, when it opens its branch/outlet in a country ? Discuss these barriers to entry with example. 20
4. Define Demand Function and explain how a product's price acts as a determinant of Demand. 20

5. Describe different types of Statistical Analysis. 20  
Briefly discuss the limitations of different types of Statistical Analysis.
6. (a) Explain the concept of economies of scale.  
(b) What are economies of scope ? How do they differ from economies of scale ? 10x2=20
7. What is "Perfect Competition ?" Discuss its characteristics and relevance. 20
8. Define a "Monopolistic Competition." Explain its features and the nature of its demand curve. 20
9. Explain break-even analysis on the basis of its concept, use, drawbacks and advantages. 20
10. Write short notes of the following : 10x2=20
  - (a) Pricing of Joint Products
  - (b) Operating Leverage

[www.ignouassignmentguru.com](https://www.ignouassignmentguru.com)

No. of Printed Pages : 2

**MHA-018**

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

**Term-End Examination**

**June, 2017**

00245

**MHA-018 : MANAGERIAL ECONOMICS**

*Time : 3 hours*

*Maximum Marks : 100*

*Note : (i) Attempt any five questions in about 600 words.  
(ii) All questions carry equal marks.*

1. Define Managerial Economics. Discuss the scope of managerial economics. 20
2. Define demand. Discuss in brief the determinants of demand. 20
3. Discuss the major marketing approaches to demand measurement. 20
4. Write short notes on any two of the following :
  - (a) The Incremental Concept 2x10=20
  - (b) Opportunity Cost
  - (c) The Invisible Hand
5. What is a production function ? How does a long run production function differ from a short run production function ? 20

6. Explain in brief the various types of statistical analysis used for estimation of production function. Also discuss the limitation of different types of statistical analysis. 20
7. What do you understand by the concept of market structure ? Classify different types of market structures. 20
8. Describe the characteristics of pure/perfect competition and pure monopoly. 20
9. Discuss the various methods of price discrimination. 20
10. Write short notes on **any two** of the following : 2x10=20
  - (a) Two-Part Tariffs
  - (b) Switching Cost
  - (c) Barometric Forecasting

---

[www.ignouassignmentguru.com](https://www.ignouassignmentguru.com)

No. of Printed Pages : 2

**MHA-018**

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

**Term-End Examination**

**December, 2017**

**MHA-018 : MANAGERIAL ECONOMICS**

*Time : 3 hours*

*Maximum Marks : 100*

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

1. Explain the nature of managerial economics. Also discuss the basic characteristics of managerial economics. **20**
2. What is price elasticity of demand ? Discuss the determinants of price elasticity. **20**
3. Discuss in brief the demand forecasting techniques. Support your answer with relevant examples from Hospitality industry. **20**
4. Discuss with examples how managerial economics is an integral part of business activity. **20**
5. Write short notes on any two of the following :
  - (a) Production Isoquants **2x10=20**
  - (b) Direct and Indirect Cost
  - (c) The law of diminishing marginal Returns

6. Distinguish between economies of scale and economies of scope using examples. 20
7. What is cost function ? Discuss the determinants of cost function. 20
8. Discuss the relevance of perfect Competition and monopoly in the modern Indian context. 20
9. Differentiate between monopolistic Competition and oligopolistic Competition. 20
10. Discuss the important technical barriers to entry. Support your answer with relevant examples. 20



---

[www.ignouassignmentguru.com](https://www.ignouassignmentguru.com)

No. of Printed Pages : 2

**MHA-018**

00034

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

**Term-End Examination**

**June, 2018**

**MHA-018 : MANAGERIAL ECONOMICS**

*Time : 3 hours*

*Maximum Marks : 100*

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

*(ii) All questions carry equal marks.*

- 
1. Define scarcity and opportunity cost. What role do these two concepts play in the making of management decisions ? 20
  
  2. "Managerial Economics serves as a link between traditional economics and decision sciences for business decision-making". Elucidate. 20
  
  3. Write short notes on : 2x10=20
    - (a) Decision Tree
    - (b) Regression Analysis
  
  4. When can we say that a firm is (a) technically efficient (b) economically efficient ? Is it necessary that a technically efficient firm is also economically efficient ? Give suitable examples from hospitality industry. 20

5. Discuss different cost concepts that are frequently used in the managerial decision making process. What is the difference between economic costs and accounting costs ? 20
6. What are different types of statistical analysis used for estimation of a production function ? Also discuss limitations of different types of statistical analysis. 20
7. Analyse the factors that influence the pricing decisions of a firm. What are the barriers to entry of firms in the market ? Give suitable examples from hospitality industry. 20
8. Write short notes on : 2x10=20  
(a) Dominant Price Leadership  
(b) Barometric Price Leadership
9. Discuss the characteristics of Perfect competition and monopoly. Explain the pricing strategies of a monopoly firm. 20
10. What do you mean by price discrimination ? 20  
Discuss with examples first degree, second degree and third degree price discrimination.
-

No. of Printed Pages : 2

**MHA-018**

00034

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

**Term-End Examination**

**December, 2018**

**MHA-018 : MANAGERIAL ECONOMICS**

*Time : 3 hours*

*Maximum Marks : 100*

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

*(ii) All questions carry equal marks.*

1. What are basic problems of an economy ? Which problems of an economy constitute the subject matter of microeconomics ? 20
2. What do you mean by "Barometric Forecasting" ? Also discuss different demand forecasting techniques. 20
3. Discuss different cost concepts that are frequently used in the managerial decision making process. What is the difference between economic costs and accounting costs ? 20
4. Write short notes on : 10x2=20
  - (a) Economies and Diseconomies of scale
  - (b) Application of Cost Analysis

5. Discuss the managerial uses of production function ? What care should be taken while collecting the data for estimation of a production function ? 20
6. Write short notes on the following : 10x2=20
- (a) Effect of Buyers
  - (b) Product Characteristics
7. Describe the characteristics of pure/perfect competition and pure monopoly. 20
8. What do you understand by barriers to entry ? Discuss its various types. 20
9. Discuss the nature and scope of managerial economics. How managerial economics help in preparing managers ? 20
10. What is Pure Bundling, Mixed Bundling and Tying ? Give suitable examples from service industry. 20
-

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.

[ 2 ]

MHA-18

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

[3]

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



---

[www.ignouassignmentguru.com](https://www.ignouassignmentguru.com)

**No. of Printed Pages : 2**

**MHA-18**

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

**Term-End Examination**

**June, 2020**

**MHA-18 : MANAGERIAL ECONOMICS**

*Time : 3 Hours*

*Maximum Marks : 100*

---

*Note : (i) Answer any five questions in about 600 words each.*

*(ii) All questions carry equal marks.*

---

1. What is the role of managerial economics in preparing managers ? Give suitable examples.

20

2. Discuss with examples, how managerial economics is an integral part of business activity.

20

3. Critically analyze the effect of advertising on demand. Give suitable examples from hospitality industry.

20

[ 2 ]

4. How can you estimate tourist demand by using regression analysis ? Give suitable examples. 20
5. Write short notes on the following :  $10 \times 2 = 20$ 
  - (a) Oligopolistic Competition
  - (b) Stages of Production
6. Write an essay on "Cost Concepts" that are relevant for managerial decisions. 20
7. What is time series analysis, cross-section analysis and engineering analysis ? What are the limitations of different types of statistical analysis ? 20
8. What is linear cost function, quadratic cost function and cubic cost function ? What are the conceptual and statistical problems in estimating such functions ? Explain. 20
9. What is "Competition" ? Discuss the factors that determine the nature competition. 20
10. Write short notes on the following :  $10 \times 2 = 20$ 
  - (a) Monopoly and its characteristics
  - (b) Evaluation of Monopoly