

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

Term-End Examination

December, 2024

MHA-18 : MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

1. Explain the scope of Managerial Economics in management of hospitality organizations with suitable examples. 20
2. Define 'Demand'. Explain various factors affecting the demand for hospitality organizations. 20
3. Write a detailed essay on market structure and its various types. 20

4. What do you mean by economies of scale and economies of scope ? Explain with suitable examples from hospitality organizations. 20
5. Explain various economic challenges before hospitality organizations in India. 20
6. Write short notes on the following : 2×10=20
 - (a) Price elasticity
 - (b) Opportunity cost
7. How does advertising affect demand ? Explain with suitable examples. 20
8. What is price discrimination ? Explain its various types. 20
9. Explain the difference between long-term and short-term production function with suitable examples. 20
10. What do you mean by cost ? Explain various types of cost with examples from hospitality organizations. 20

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