

**M. SC. (HOSPITALITY
ADMINISTRATION) (MHA)
Term-End Examination
June, 2025**

MHA-18 : MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 100

Note : Attempt any *five* questions. All questions carry equal marks.

1. What do you mean by 'Managerial Economics' ? Explain its relevance with suitable examples. 20
2. Write short notes on the following : $2 \times 10 = 20$
 - (a) Accounting Cost
 - (b) Economic Cost
3. What is demand forecasting ? Explain its various techniques with examples. 20

4. What do you mean by break-even analysis ?
Explain its relevance with suitable examples. 20
5. What is demand ? Explain law of demand
with suitable examples. 20
6. Write notes on the following : 2×10=20
 - (a) Price elasticity
 - (b) Income elasticity
7. What is regression analysis ? How can it be
used for demand estimation ? 20
8. Explain economies of scale and scope with
suitable examples. 20
9. Write an essay on effect of advertising on
demand. 20
10. Explain various types of market structure
with suitable examples. 20

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