

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

(MHA)

Term-End Examination

June, 2026

MHA-018 : MANAGERIAL ECONOMICS

Time : 3 Hours

Maximum Marks : 100

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

(ii) All questions carry equal marks.

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1. What is managerial economics ? Briefly describe the fundamentals of managerial economics. How is managerial economics related to different disciplines ? 20
 2. Write law of demand. Discuss the various determinants of demand with examples. Write a short note on demand forecasting. 20

3. Write short notes on any *two* of the following :

2×10=20

- (i) Accounting profit and Economic profit
 - (ii) Direct and Indirect Costs
 - (iii) Decision making under risk and uncertainty
4. Define Cost Function. How do economies and diseconomies of scale impact the shape of cost curves ? 20
5. Classify the market structure and support your answer with the help of examples. 20
6. What is production function ? Elaborate the relationship between total revenue, average revenue and marginal revenue with the help of diagrammatic presentation. 20
7. Why do you think bundling has emerged as an important aspect of customer pricing ? Give suitable examples. Write a brief note on price discrimination. 20

8. Write short notes on the following : $4 \times 5 = 20$

- (i) Regression Analysis
- (ii) Economies of Scope
- (iii) Shut Down Point
- (iv) Optimisation Concept

9. Explain the determinants of price elasticity. Distinguish between two types of price elasticity with examples. Write the exception of price elasticity. 20

10. Distinguish between monopolistic competition and oligopoly by referring suitable examples. 20

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