MHM–401

Tourism Economics

Master of Hotel Management (MHM–11/16)

Fourth Semester, Examination, 2018

Time : 3 Hours　　　　　　　**Max. Marks : 40**

Note : This paper is of **forty (40)** marks containing **three (03)** Sections A, B and C. Learners are required to attempt the questions contained in these Sections according to the detailed instructions given therein.

Section–A

(Long Answer Type Questions)

Note : Section 'A' contains four (04) long answer type questions of nine and half $(9\frac{1}{2})$ marks each. Learners are required to answer *two* (02) questions only.

1. What is Tourism Economics ? Illustrate the objectives and significance of Economics in Indian tourism industry.

2. Define hotel market structure. Illustrate various types of hotel market structure.

3. Illustrate patterns and measurements tourism supply.

4. Write a note on cost analysis and demand forecasting.

Section–B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of four (04) marks each. Learners are required to answer *four* (04) questions only.

1. Explain various forms of tourism.

2. Explain various types of Economics of scale.

3. Explain trends of hotel demands.

4. Discuss the causes of economic growth.

5. Describe the role of public sector in tourism promotion.

6. Discuss the time series analysis.

7. Describe Balance of payment.

8. Discuss price elasticity of demand.

Section–C

(Objective Type Questions)

Note : Section 'C' contains ten (10) objective type questions of half ($\frac{1}{2}$) mark each. All the questions of this Section are compulsory.

Briefly explain in few lines :

1. Perceived demand

2. Gross travel Propensity

3. Hotel product price

4. Line and slope

5. Travel account

6. Break-even point

7. Duopoly

8. PLC

9. Foreign exchange

10. Eco-tourism