MHM–401

Tourism Economics

Master of Hotel Management (MHM–11/16)

Fourth Semester, Examination, 2017

Time : 3 Hours   **Max. Marks : 30**

Note : This paper is of **thirty (30)** marks containing **three (03)** sections A, B and C. 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 seven and half $(7\frac{1}{2})$ marks each. Learners are required to answer *two* (02) questions only.

1. What is the role of economics in Hotel and Tourism Industry ? Explain in detail.
2. Write a descriptive note on the factors affecting individual demand function and Market demand function.
3. Define supply and explain the law of supply with an example.
4. What is the meaning of market Structure ? Describe various forms of market structures.

Section–B

(Short Answer Type Questions)

Note : Section 'B' contains eight (08) short answer type questions of two and half $(2\frac{1}{2})$ marks each. Learners are required to answer *four* (04) questions only.

1. Discuss various forms of tourism.
2. What are the various goals that tourism enterprises and entrepreneurs pursue ?
3. Elaborate upon the concept of leakages in tourism.
4. What is short run and long run cost ? Explain.
5. Write a brief note on the factors which influence the demand.
6. Discuss the various factors that determine the supply of a commodity.
7. Explain various types of Monopoly.
8. Discuss the significance of tourism in terms of social benefits.

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.

Define the following :

1. Domestic Tourism.
2. Tourism product.

3. Hotel.

4. Equilibrium price.

5. Managerial economics.

6. Demand forecasting.

7. Demand Curve.

8. Market Segmentation.

9. Break-even-point.

10. Market.