



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय, हल्द्वानी (नैनीताल)

MASTER OF HOTEL MANAGEMENT (MHM-16)

Fourth Semester Assignment

Session - 2017-18, Summer

Last Date of Submission: 31st October 2017

Session - 2017-18, Winter

Last Date of Submission: 30th April 2018

Course Title: Tourism Economics
Year: 2017-18

Code: MHM-401
Maximum Marks: 15

Section - A

Section 'A' contains 08 short answer type questions of 2 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Briefly discuss the following:

1. Distinguish between Microeconomics and Macroeconomics?
2. What is the difference between market price and normal price?
3. Define Marginal Utility.
4. What are Price Demand and Income Demand?
5. What do you understand by Price Leadership?
6. What is monopoly and monopolistic Competition?
7. Define Tourism.
8. What is profit-volume ratio?

Section - B

Section 'B' contains 04 long answers - type questions of 3½ marks each. Learners are required to answer 02 questions only.

Discuss the following in detail:

1. What is Economics and how is it related to hospitality and tourism?
2. What is Supply? Also distinguish between expansion of supply and increase in supply.
3. What is the difference between Wholesale and Retail Market, Open Market and Black Market?
4. Define the evolution of the hospitality industry in India. Also categorize different types of hotels which have existed in the past.