R18 Regulation *Subject code:2H7DC*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

(Autonomous, Accredited by NAAC with 'A+' Grade)

B.Tech VII Semester Supplementary Examinations, May 2026

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(ECE)

Maximum Marks: 70 Date: 14.05.2026 Duration: 3 hours

Note: **1.This question paper contains two parts A and B.**
2. Part A is compulsory which carries 20 marks. Answer all questions in Part A.
3. Part B consists of 5 Units. Answer any one full question from each unit.
4. Each question carries 10 marks and may have a, b, c, d as sub questions.

Part-A

All the following questions carry equal marks (10X2M=20 Marks)		Marks	CO	BTL
1	Define firm.	2M	1	L1
2	Write any three sources of capital.	2M	1	L1
3	Define demand forecasting.	2M	2	L1
4	Define supply.	2M	2	L1
5	Define oligopoly.	2M	3	L1
6	Define monopolistic competition.	2M	3	L1
7	Define personal account.	2M	4	L1
8	Define real account.	2M	4	L1
9	Define liquidity ratio.	2M	5	L1
10	Define solvency ratio.	2M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
11	Explain the role of business economist.	10M	1	L2
	OR			
12	Elaborate the phases of business cycle.	10M	1	L2
13	Explain the factors determining the demand.	10M	2	L2
	OR			
14	Explain the determinants of supply.	10M	2	L2
15	Define production? Explain the stages of product life cycle.	10M	3	L2
	OR			
16	Explain the production function with one variable.	10M	3	L2
17	Explain the format of trading, profit &loss account and balance sheet.	10M	4	L2
	OR			
18	Explain accounting concepts and conventions.	10M	4	L2
19	Explain liquidity ratio in detail.	10M	5	L2
	OR			
20	Explain the advantages and disadvantages of ratio analysis.	10M	5	L2