R18 Regulation *Subject code:2H7DC*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech VII Semester Supplementary Examinations, October 2026

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS (ECE)

Maximum Marks: 70 Date: 02.11.2026 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 Business?	2M	1	L1
2	What is the meaning of micro and macro economics	2M	1	L1
3	Define elasticity of demand	2M	2	L1
4	Explain price elasticity of demand	2M	2	L1
5	Define Production function	2M	3	L1
6	Define Break even analysis	2M	3	L1
7	Define Accounting concepts?	2M	4	L1
8	What is journal and ledger?	2M	4	L1
9	What is ratio analysis	2M	5	L1
10	Define liquidity ratio	2M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
11	Explain nature and scope of business economics	10M	1	L2
	OR			
12	Explain the sources of finance?	10M	1	L2
13	Explain elasticity of demand and its measurements	10M	2	L2
	OR			
14	Describe demand forecasting and state the methods of demand forecasting?	10M	2	L2
15	Explain Break-even Analysis in detail and its importance with neat sketch?	10M	3	L2
	OR			
16	Discuss the rules for maintaining books of accounts and interpret the format of trail balance.	10M	3	L2
17	Define accounting and explain its concepts and conventions	10M	4	L2
	OR			
18	Summarize the journal, ledger and final accounts.	10M	4	L2
19	Explain briefly about various types of ratio analysis.	10M	5	L2
	OR			
20	Explain liquidity ratio and turnover ratios	10M	5	L2