R20 Regulation *Subject code: 3H4CA*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech IV Semester Supplementary Examinations, June 2026

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(ME)

Maximum Marks: 70 Date: 08.06.2026 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	Write the meaning of microeconomics and macroeconomics.	2M	1	L1
3	What is price elasticity of demand?	2M	2	L1
4	What is demand forecasting	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 meant by Quick Ratio?	2M	5	L1
10	What is Operatingt ratio?	2M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
11	Explain the Business entities.	10M	1	L2
	OR			
12	Explain Business cycle and its phases.	10M	1	L2
13	Explain elasticity of demand & factors governing elasticity of demand.	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	Write about any two methods of pricing in Detail?	10M	3	L2
17	Explain the conventions of Accounting.	10M	4	L2
	OR			
18	Explain accounting concepts with examples.	10M	4	L2
19	Explain liquidity ratio in detail.	10M	5	L2
	OR			
20	Write a brief note on the importance of ratio analysis to different category of users.	10M	5	L2