R20 Regulation *Subject code: 3H3EA*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech III Semester Supplementary Examinations, June 2026

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(Common to CSE, CSE(AI&ML) & IT)

Maximum Marks: 70 Date: 09.06.2026 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	What are the types of Business Entities?	2M	1	L1
3	What is demand and its types?	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 liquidity ratio?	2M	5	L1
10	What are the types of Ratios?	2M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
11	State the difference between micro and macroeconomics.	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	Differentiate between perfect and imperfect markets.	10M	3	L2
17	Journalize the following transactions in the books of Mr. Hari 2010, June 1 Hari invested Rs.4,00,000 cash in the business 3 Paid into bank Rs.60,000 5 Purchased building for Rs.2,00,000	10M	4	L2

	7 Purchase goods for Rs.60,000 10 Sold goods for Rs.50,000 15 Withdrew cash from bank Rs.8,000 25 Paid electric charges Rs.2,000 30 Paid salary Rs.12,000			
	OR			
18	Explain accounting concepts and conventions.	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