R22 Regulation *Subject code:4H2AL*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech II Semester Supplementary Examinations, June 2026

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

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

Maximum Marks: 60 Date: 15.06.2026 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 (10X1M=10 Marks)		Marks	CO	BTL
1.a	What is partnership?	1M	CO1	1
b	Define macroeconomics.	1M	CO1	1
c	Mention the types of elasticity.	1M	CO2	1
d	What is demand forecasting?	1M	CO2	2
e	Define skimming pricing.	1M	CO3	1
f	Define Break-even point	1M	CO3	1
g	Mention the rule of real account.	1M	CO4	1
h	Define accounting.	1M	CO4	2
i	What is activity ratio?	1M	CO5	2
j	Write any two limitations of ratio analysis.	1M	CO5	2

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
2	Explain the phases of business cycle in detail.	10M	CO1	2
	OR			
3	Define partnership and write its advantages and disadvantages.	10M	CO1	3
4	Explain the factors governing Elasticity of Demand.	10M	CO2	1
	OR			
5	Explain about survey methods of demand fore casting.	10M	CO2	3
6	Write about market types in Detail.	10M	CO3	1
	OR			
7	Write about any two methods of pricing in Detail.	10M	CO3	3
8	Summarize The Journal, Ledger and Final Accounts.	10M	CO4	2
	OR			

9	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 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	10M	CO4	3
10	Write a brief note on the importance of ratio analysis to different category of users.	10M	CO5	3
	OR			
11	Write a brief note on the importance of ratio analysis to different category of users. What do you understand about ratio analysis? Explain how it is useful for business decision making and what are its limitations	10M	CO5	3