R20 Regulation *Subject code:3H5DA*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech V Semester Regular Examinations, January 2023

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(Electronics and Communication Engineering)

Maximum Marks: 70 Date:06.01.2023 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 which carries 10M.
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)

1 Define business.
2 List out the features of limited liability companies.
3 Define demand.
4 Define demand forecasting.
5 What is production function?
6 What is fixed and variable cost?
7 Define journal.
8 Explain any two accounting concepts.
9 Explain any two limitations of ratio analysis.
10 Define leverage ratio.

Part-B

Answer All the following questions. (5X10M=50Marks)

11 Define business and explain different sources of capital to take up companies. [10]

OR

12 Explain nature and scope of business economics. [10]

13 Define elasticity of demand. Explain the measurement and significance of elasticity of demand. [10]

OR

14 Briefly explain different methods of demand forecasting. [10]

15 Explain various types of pricing methods. [10]

OR

16 Define product. Describe various stages of product life cycle. [10]

17 Give Journal entries for the following transactions of Neeraj for the year 2017. [10]

(i) Started business with cash Rs. 18,000.

(ii) paid rent in advance Rs. 400.

(iii) Purchased goods for cash Rs. 5,000 and on credit Rs. 2,000.

(iv) Sold goods for cash Rs. 4,000 (costing Rs. 2,400).

(v) Rent paid Rs. 1,000 and rent outstanding Rs. 200.

(vi) Bought motor-cycle for personal use Rs. 500.

(vii) Purchased equipment's for cash Rs. 500.

(viii) Paid to creditors Rs. 600.

OR

18 Define financial statement. Explain elements of financial statement. [10]

19 Describe the differences between liquidity ratio and turnover ratios. [10]

OR

20 A firm makes sales of Rs. 50,00,000 for the year of which 60% is on credit basis. The balance of debtors at the beginning and the end of the year were Rs. 4,00,000 and Rs. 3,00,000 respectively. Calculate debtor's turnover ratio and debt collection period. [10]