



R20 Regulation

Subject code: 3H6AA

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech VI Semester Supplementary Examinations, February 2024

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(Common to CE & EEE)

Maximum Marks: 70

Date: 15.02.2024 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 What is the Sources of capital?
- 2 Define the Business entity.
- 3 Explain the Demand forecasting.
- 4 Write about Law of marginal Utility?
- 5 What is the Oligopoly?
- 6 Explain the Economies of scale.
- 7 What is the accounting period concept?
- 8 Define Real account?
- 9 Define Current ratio.
- 10 Explain the Inventory holding period.

CO	Bloom Tx
CO1	L1
CO1	L1
CO2	L2
CO2	L1
CO3	L1
CO3	L1
CO4	L2
CO4	L1
CO5	L1
CO5	L2

Part-B

Answer All the following questions.

(5X10M=50Marks)

- 11 A. Define business cycle. 3M
B. Discuss the various features and phases of a business cycle. 7M
OR
- 12 A. What is the nature of business economics? 5M
B. Describe the role of a business economist in the context of the economic growth of the Nation. 5M
- 13 Discuss in detail the types of elasticity of demand. 10M
OR
- 14 A. Why is demand forecasting important in business economics? 4M
B. Explain the different methods of demand forecasting. 6M
- 15 A. What are the different types of costs? 4M
B. Explain product life cycle in detail. 6M
OR
- 16 A. Explain the various forms of competition with examples. 4M

B. Discuss the features of perfect competition. 6M

- 17 A. Explain various accounting conventions with suitable examples. 7M CO4 L4
 B. Comment on the importance of accounting in business. 3M

OR

- 18 A. What is the role and importance of a ledger in accounting? 5M CO4 L2
 B. Prepare journal entries for the following transactions for the year 2021. 5M

Date	Transaction	Amount (Rs)
Jan 1st	Raju started business with cash	10,000
	Furniture	4,000
	Machinery	6,000
	Deposited in to Bank	10,000
Jan 3rd	Goods purchased from Patel &Co	3000
Jan 4th	Sold goods to Rahul	6000

- 19 A. What are the different ratios used in ratio analysis? 5M CO5
 B. Calculate Quick Ratio from the data given below. 5M L4

Current assets	Rs 8,00,000
Current liabilities	Rs 4,00,000
Inventories (stock)	Rs 50,000
Prepaid expenses	Rs50,000
Land and building	Rs8,00,000
Share capital	Rs 6,00,000
Goodwill	Rs 4,00,000

OR

- 20 A. Discuss different profitability ratios with examples. 5M CO5 L4
 B. Find out the operating ratio from the following information. 5M

Cost of goods sold	Rs 8,00,000
Office and administrative expenses	Rs 60,000
Selling and distribution expenses	Rs 40,000
Sales	Rs 12,00,000
Sales return	Rs 40,000