



R20 Regulation *Subject code: 3H5DA*
TKR COLLEGE OF ENGINEERING AND TECHNOLOGY
 (Autonomous, Accredited by NAAC with 'A+' Grade)
B.Tech V Semester Supplementary Examinations, July 2024

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS
(ECE)

Maximum Marks: 70

Date:19.07.2024 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.
 4. Each question carries 10 marks and may have a, b, c, d as sub questions.

Part-A		CO	Bloom Tx
All the following questions carry equal marks (10X2M=20 Marks)			
1	Define business cycle.	CO1	BTL2
2	Define firm.	CO1	BTL2
3	Expand elasticity of demand	CO2	BTL1
4	Define Demand.	CO2	BTL1
5	Write about returns to scale	CO3	BTL3
6	Define Oligopoly.	CO3	BTL2
7	What is ledger?	CO4	BTL1
8	Define personal account.	CO4	BTL3
9	What is Liquidity ratio?	CO5	BTL2
10	Explain three benefits of ratios.	CO5	BTL1
Part-B			
Answer All the following questions. (5X10M=50Marks)			
11	What is Business and explain different types of business entities. [10]	CO1	BTL2
OR			
12	A. Define economics. Write various micro & macroeconomic concepts.[5] B. Explain the role of business economist. [5]	CO1	BTL1
13	Define Elasticity. What are the different types of elasticity? [10]	CO2	BTL3
OR			
14	What is demand forecasting and methods of demand forecasting? [10]	CO2	BTL2
15	Explain pricing. What are the various types of pricing. [10]	CO3	BTL1
OR			
16	Explain the Production Function with one variable and two variables. [10]	CO3	BTL1
17	Define accounting and what are the rules for maintaining books of accounts. [10]	CO4	BTL2
OR			
18	Explain the steps in preparing trail balance. [10]	CO4	BTL3
19	Explain liquidity and profitability ratio. [10]	CO5	BTL1
OR			
20	Explain the advantages of ratio analysis. [10]	CO5	BTL2