



R18 Regulation

Subject code:2H7DC

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech VII Semester Supplementary Examinations, December 2024 Business Economics and Financial Analysis (ECE)

Maximum Marks: 70

Date:04.01.2025

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		CO	Bloom Tx
1	Define Business	1	L1
2	What are the types of Business Entities	1	L1
3	What is demand and its types?	2	L1
4	Explain price elasticity of demand	2	L1
5	Define cost	3	L1
6	Explain about BEA point	3	L1
7	Explain the types of account	4	L1
8	Define journal	4	L1
9	Define liquidity ratio?	5	L1
10	Define solvency ratio?	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		CO	Bloom Tx
11	Describe business economics and its nature and scope? [10M]	1	L2
	OR		
12	Explain Business cycle and its phases [10M]	1	L2
13	Explain elasticity of demand and its measurements [10M]	2	L2
	OR		
14	Define Demand forecasting and Explain the survey methods of demand forecasting? [10M]	2	L2
15	Interpret the price output determination in monopoly and monopolistic competition [10M]	3	L2
	OR		
16	Explain the production function with one variable? [10M]	3	L2
17	Explain the format of trading and profit loss account. [10M]	4	L2
	OR		
18	Explain accounting concepts and conventions? [10M]	4	L2
19	Explain liquidity and profitability ratios in detail? [10M]	5	L2
	OR		
20	Explain the advantages and disadvantages of ratio analysis [10M]	5	L2