R17 Regulation *Subject code: 1H4AE*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech II Year II Semester Supplementary Examinations, February 2024
BUSINESS ECONOMICS AND FINANCIAL ANALYSIS
(ECE)

Maximum Marks: 70 Date: 26.02.2024 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.
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	Write the characteristics of Business economics?	CO1	L1
2	What are the features of Business cycle?	CO1	L1
3	What is demand and its types?	CO2	L1
4	Define elasticity of demand?	CO2	L1
5	List the types of costs.	CO3	L1
6	Infer the features of Perfect Competition.	CO3	L2
7	Define GST.	CO4	L1
8	Infer the principle of recording Real account.	CO4	L2
9	State the limitations of Ratio analysis.	CO5	L1
10	Write the significance of Ratio analysis.	CO5	L1

Part-B

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

11	Explain the sources of capital for a company.	10M	CO1	L2
	OR			
12	Describe business economics and its nature and scope?	10M	CO1	L2
13	Explain elasticity of demand & factors governing elasticity of demand?	10M	CO2	L2
	OR			
14	Describe demand forecasting and state the methods of demand forecasting?	10M	CO2	L2
15	Explain Break-even Analysis in detail and its importance with neat sketch?	10M	CO3	L2
	OR			

16	(a) Discuss the stages in Product life cycle. (b) Distinguish between Skimming pricing and Penetration pricing.	5M 5M	CO3	L3 L2
17	(a) Explain the various concepts of Accounting (b) What are the benefits of Accounting Standards in India?	5M 5M	CO4	L2 L2
	OR			
18	Journalize the following transactions in the books of Amrutha. 2012, Jan 1 Amrutha commenced business with cash Rs.50,000 2 Purchased goods for cash Rs.10,000 3 Purchased goods from Mohan Rs.6,000 7 Paid into bank Rs.5,000 10 Purchased furniture Rs.2000 20 Sold goods to Suresh on credit Rs.5,000 25 Cash sales Rs. 3,500 26 Paid to Mohan on account Rs.3,000 31 Paid salaries Rs.2,800	10M	CO4	L3
19	What is meant by Ratio analysis? Explain briefly about various types of ratios.	10M	CO5	L2
	OR			
20	Calculate the following a) Calculate debtors turnover ratio and debtors collection period, if credit sales for the year Rs.9,00,000, debtors Rs.90,000 and bills payable Rs.60,000. b) Calculate the acid test ratio , if current assets Rs.8,00,000; Current liabilities Rs.4,00,000; and Stock Rs. 2,20,000.	5M 5M	CO5	 L3 L3