R20 Regulation *Subject code: 3H4CA*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech IV Semester Supplementary Examinations, February 2024

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(Mechanical Engineering)

Maximum Marks: 70 Date:16.02.2024 Duration: 3 hours

	Part-A		
All the following questions carry equal marks	(10X2M=20 Marks)	CO	Bloom Tx
1	Give the welfare definition of economics.	CO1	L1
2	Write any two basic features of a business entity.	CO1	L1
3	Define demand forecasting	CO2	L1
4	What is elasticity of demand?	CO2	L1
5	How do you classify costs in production?	CO3	L1
6	What is perfect competition?	CO3	L1
7	Compare the role of book keeper with an accountant.	CO4	L5
8	How is a trading account different from manufacturing account?	CO4	L1
9	Give the limitations of ratio analysis.	CO5	L1
10	How does ratio analysis help government?	CO5	L1
	Part-B		
Answer All the following questions.	(5X10M=50Marks)		
11	Explain the following: (a) Micro and macro-economic concepts (b) Measurement of national income. [5+5]	CO1	L5
	OR		
12	Explain business cycle and analyze the different phases of business cycle. [10]	CO1	L5
13	Explain the law of demand and discuss the various factors affecting demand. [10]	CO2	L5
	OR		
14	Examine the importance of demand forecasting. Also describe the statistical smoothing methods with an example. [10]	CO2	L4
15	Examine the features of monopoly market and add a note on the price output determination under monopoly market. [10]	CO3	L4
	OR		
16	Explain the steps involved in arriving at a break-even point with a neat sketch. Mention the advantages and disadvantages of break-even analysis. [10]	CO3	L5
17	Explain the concept, scope, features and importance of financial accounting. [10]	CO4	L5
	OR		

18	Analyze book keeping a science or an art? Discuss the objectives of book keeping and add a note on its importance. [10]	CO4	L4
19	Describe the nature of ratio analysis and discuss its uses to shareholders, creditors, general employees and tax auditors. [10]	CO5	L5
	OR		
20	Examine the frequently used long term solvency ratios. [10]	CO5	L4