



R17 Regulation *Subject code: 1H4AE*
TKR COLLEGE OF ENGINEERING AND TECHNOLOGY
(Autonomous, Accredited by NAAC with 'A+' Grade)
B.Tech III Semester Supplementary Examinations, July 2024

Business Economics and Financial Analysis
(Common to EEE,ME & ECE)

Maximum Marks: 70

Date:27.07.2024 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 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 economics.	1	L1
2	Define Business cycle.	1	L1
3	What is law of demand?	2	L1
4	Define demand forecasting.	2	L1
5	Define returns to scale.	3	L1
6	Define duopoly.	3	L1
7	Define Accounting.	4	L1
8	Define journal entry.	4	L2
9	What is ratio analysis?	5	L1
10	Define profitability ratio.	5	L2

Part-B

Answer All the following questions. (5X10M=50Marks)			
11	State the difference between micro and macroeconomics. (10M)	1	L1
	OR		
12	Explain non-conventional sources of finance. (10M)	1	L2
13	Explain elasticity of demand and factors effecting elasticity of demand. (10M)	2	L2
	OR		
14	Discuss the methods of demand forecasting? (10M)	2	L2
15	Explain Break-even Analysis in detail and its importance with neat sketch? (10M)	3	L2
	OR		
16	Differentiate between perfect and imperfect markets. (10M)	3	L3
17	Explain accounting concepts and conventions in detail. (10M)	4	L2
	OR		
18	Explain in journal, ledger and double entry system of accounting. (10M)	4	L2
19	Define ratio analysis and explain types of ratios. (10M)	5	L2
	OR		
20	Explain the advantages and disadvantages of Ratio Analysis. (10M)	5	L2