



**R20 Regulation** **Subject code: 3H3EA**  
**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 CSE, CSE(AI&ML) and IT)

**Maximum Marks: 70**

Date: 18.07.2024 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	Explain the sources of capital?		1	L1
3	What is Demand and its types?		2	L1
4	What is demand forecasting		2	L1
5	What is cost ?		3	L1
6	Define monopoly		3	L1
7	Define Personal Account.		4	L1
8	Write about Journal?		4	L2
9	What is ledger?		5	L1
10	Explain liquidity ratio.		5	L2

**Part-B**

Answer All the following questions.		(5X10M=50Marks)		
11	State the difference between micro and macro economics. (10M)		1	L1
OR				
12	Explain the role of a business economist. (10M)		1	L2
13	Explain elasticity of demand and its types in detail. (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	Journalise the following transactions in the books of Amrutha. (10M) 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		4	L2

	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		
19	Explain Liquidity Ratio in detail. (10M)	5	L2
	OR		
20	Explain the advantages and disadvantages of Ratio Analysis. (10M)	5	L2