



R20 Regulation

Subject code: 3H4CA

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech IV Semester Supplementary Examinations, July 2024

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(ME)

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.
 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	Write the meaning of microeconomics and macroeconomics?	1	L1
3	What is price elasticity of demand?	2	L1
4	Define Demand forecasting.	2	L1
5	Define production function.	3	L1
6	What is monopoly?	3	L1
7	What is journal?	4	L1
8	Give example for personal account?	4	L1
9	What is meant by liquidity Ratio?	5	L1
10	What is current ratio?	5	L1

Part-B

Answer All the following questions.

(5X10M=50Marks)

11	Explain the Business entities. [10]	1	L2
	OR		
12	Define business and write about nature and scope business Economics? [10]	1	L2
13	How can you measure the Elasticity of Demand. [10]	2	L2
	OR		
14	Explain about statistical methods of demand fore casting. [10]	2	L2
15	Define perfect market and explain its features. [10]	3	L3
	OR		
16	Explain the Internal and External Economies of scale. [10]	3	L2
17	Explain the concepts of accounting. [10]	4	L2
	OR		
18	Elaborate the different Branches of accounting. [10]	4	L2
19	Explain profitability Ratios. [10]	5	L2
	OR		
20	How can be Ratio analysis interpreted? [10]	5	L2

