



R20 Regulation

Subject code: A3H5DA

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

(ECE)

Maximum Marks: 60

Date:20.07.2024 Duration: 3 hours

- Note:
1. This question paper contains two parts A and B.
 2. Part A is compulsory which carries 10 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		CO	Bloom Tx
All the following questions carry equal marks (10X1M=10 Marks)			
1.a)	Write any two roles of business economist.	C01	L1
b)	What is the sources of capital for a joint stock company.	C01	L1
c)	State about law of demand.	C02	L1
d)	Distinguish between price elasticity and inelasticity of demand.	C02	L1
e)	Define production function with graph.	C03	L1
f)	Interpret the characteristics of Isoquant.	C03	L1
g)	Write about the business entity concept.	C04	L1
h)	What is the format of ledger.	C04	L1
i)	Write the need of financial statements.	C05	L1
j)	Define Profit Ratio.	C05	L1
Part-B			
Answer All the following questions. (5X10M=50Marks)			Bloom Tx level
2	A. Infer the advantages and disadvantages of Partnership. [5] B. Discuss any two methods of measuring National income. [5]	C01	L2 L2
OR			
3	A. Explain the features of sole proprietorship firm of organization. [5] B. Discuss the nature and Scope of Business economics. [5]	C01	L2 L2
4	A. Elaborate the steps in demand forecasting. [5] B. Interpret the factors affecting elasticity of demand. [5]	C02	L2 L2
OR			
5	A. Discuss price, cross and Income elasticity of demand. [5] B. Evaluate the reasons why demand curves slopes downwards. [5]	C02	L5 L6
6	A. Distinguish between perfect and imperfect competition. [5] B. Explain various types of cost with suitable examples. [5]	C03	L4 L5
OR			

7	A. Summarize the merits and demerits of internal and external economies of scale. [5] B. Examine law of returns to scale with suitable graph. [5]	C03	L2 L2
8	Journalize the following transactions in the books of Shekhar: [10] Jan.1 Bought goods from Rao for 500 Jan.2 Sold goods for cash 150 Jan.5 Sold goods to Murthy 300 Jan.12 Bought goods for cash 750 Jan.18 Bought furniture for cash 200 Jan.20 Bought furniture for cash 250 Jan.24 Received from Murthy on account 175 Jan.28 Paid Rao on account 225 Jan.30 Paid salaries 150 Jan.31 Paid landlord rent 45	C04	L3
OR			
9	A. Explain various accounting concepts with examples. [5] B. Explain the conventions of financial accounting. [5]	C04	L2 L2
10	A. Explain briefly various techniques of ratio analysis. [5] B. What are the purpose and limitations of ratio analysis? [5]	C05	L2 L2
OR			
11	A. Explain the concept of 'Liquidity' and narrate its importance through suitable examples with some assured data. [5] B. Explain various types of ratios with formulas? [5] 1) Gross profitability ratios. 2) Long term solvency ratio.	C05	L2 L2