



R22 Regulation

Subject code:4H5DE

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech V Semester Supplementary Examinations, May 2025

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(ECE)

Maximum Marks: 60

Date:23.06.2025 AN

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

All the following questions carry equal marks (10X1M=10 Marks)		Marks	CO	Bloom Tx
1.a)	What is the importance of national income?	1M	1	L1
b)	Distinguish the Micro and Macro Economics.	1M	1	L4
c)	Define Demand Forecasting.	1M	2	L1
d)	What is meant by Elasticity of Demand?	1M	2	L1
e)	What is the Meaning of Pricing?	1M	3	L1
f)	Define the Market.	1M	3	L1
g)	What is Journal?	1M	4	L1
h)	Write the accounting Equation?	1M	4	L1
i)	Write the formula for Gross Profit Ratio.	1M	5	L1
j)	Write any three limitations of Ratios.	1M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	Bloom Tx
2	a) Define the Business cycle and Explain the Phases. b) Explain the Business Economics and its scope.	5M 5M	1	L1, L2
OR				
3	a) What are the non-conventional sources of finance? b) Explain Types of Business entities.	5M 5M	1	L1, L2
4	a) Explain the Objectives and Steps of Demand Forecasting. b) Explain the Methods of Measuring Elasticity of Demand?	5M 5M	2	L2, L2
OR				
5	a) What are the Statistical (Quantitative) Methods of Demand Forecasting? b) Explain about Elasticity of Demand in decision making.	5M 5M	2	L1, L2
6	a) Write a note on Factors of Production. b) Distinguish Between Monopoly competition & Monopolistic competition.	5M 5M	3	L1, L4
OR				

