



R18 Regulation

Subject code: A3H5DA

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: 70

Date: 16.06.2025

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)		Marks	CO	BTL
1	What is limited liability company?	2M	1	L1
2	Define Business Economics.	2M	1	L1
3	Define Demand forecasting.	2M	2	L1
4	What is mean by Oligopoly?	2M	2	L1
5	Define cost.	2M	3	L1
6	Write the monopolistic Competition.	2M	3	L1
7	Define product life cycle.	2M	4	L1
8	What are the branches of accounting	2M	4	L1
9	What is ledger?	2M	5	L1
10	Write formula of current ratio	2M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
11	What are differences between micro and macro economics?	10M	1	L2
	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 the stages of Product Life cycle.	10M	3	L2
	OR			
16	Explain the Production Function with One Variable.	10M	3	L2
17	Explain accounting concepts and conventions in detail.	10M	4	L2
	OR			
18	Journalise the following transactions in the books of Amrutha. 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	10M	4	L2

	7 Paid into bank Rs.5,000 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	What is meant by Ratio Analysis? Explain briefly about various types of Ratio Analysis.	10M	5	L2
	OR			
20	Explain Liquidity ratio and Turn over Ratios.	10M	5	L2