R20 Regulation *Subject code:3H6AA*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech VI Semester Supplementary Examinations, December 2024

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(Common to CE & EEE)

Maximum Marks: 70 Date:10.01.2025 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 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 with its characteristics?	1	L1
2	What are the types of Business Entities.	1	L1
3	What is Demand function?	2	L1
4	Define Demand forecasting?	2	L1
5	Define Cost and its determinants.	3	L1
6	Define Market Structure.	3	L1
7	Define Personal Account. What are its rules?	4	L1
8	Define Journal.	4	L1
9	What is Ratio Analysis?	5	L1
10	Define Solvency ratio.	5	L1

Part-B

Answer All the following questions.	(5X10M=50Marks)	CO	Bloom Tx
11	Define Business Economics. Describe its nature and scope. [10M]	1	L2
	OR		
12	Explain Business Cycle? Discuss its phases briefly. [10M]	1	L2
13	Define Business? Explain the process of Decision making in business. [10M]	2	L2
	OR		
14	State the Law of demand with its assumptions and exceptions. [10M]	2	L2
15	Define Production? Explain the stages of product life cycle. [10M]	3	L2
	OR		
16	Describe about Imperfect Competition market types with its characteristics. [10M]	3	L2
17	Define Accounting? Explain its concepts and conventions in detail. [10M]	4	L2

	OR		
18	Journalise the following transactions of mr.X for the year 2020 [10M] 1st july X started business with cash Rs.200000 3rd july Goods purchased for cash Rs.30000 5th july Goods purchased from Y Rs.5000 7th july Goods sold for cash Rs.10000 10th july cash paid to Y Rs.3000 12th july paid wages Rs.1500 15th july cash deposited into bank Rs.10000 21st july purchased furniture from Y for cash Rs.50000 25th july paid rent Rs.5000 28th july cash withdrawn from bank Rs.15000 31st july paid salaries Rs.2000	4	L2
19	Explain the advantages and disadvantages of Ratio analysis. [10M]	5	L2
	OR		
20	Explain about Profitability ratio with its importance. [10M]	5	L2