R22 Regulation *Subject code:4H5DE*

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech V Semester Regular Examinations, December 2024

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS
(ECE)

Maximum Marks: 60 Date:31.12.2024 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)	Define the Business Economics.	1	L1
b)	List out the sources of capital for a company	1	L1
c)	Define Law of Demand.	2	L1
d)	Define Elasticity of Demand?	2	L1
e)	Define Production Function.	3	L1
f)	Write a short note on Cost?	3	L1
g)	What is Accounting?	4	L1
h)	What is the rule of double entry system?	4	L1
i)	Liquidity Ratio with Formula.	5	L1
j)	Define Ratio.	5	L1

	Part-B	CO	Bloom Tx
	Answer All the following questions. (5X10M=50Marks)	CO	Bloom Tx
2	A) Explain Macro Economics and Micro Economics Concepts in detail. [5M] B) Classify the different types of Business firms [5M]	1	L2, L2
	OR		
3	Explain National Income Concepts, Importance and Methods of Measuring National Income. [10M]	1	L2
4	A) Explain the Significance/Importance and Factors affecting Elasticity of Demand? [5M] B) Discuss the importance of Demand Forecasting. [5M]	2	L2, L2
	OR		
5	A) Explain the types of Elasticity of Demand briefly. [5M] B) Discuss the Survey methods in Demand Forecasting. [5M]	2	L2, L2
6	A) Explain the Production function with one Variable. [5M] B) Explain the Perfect competition and its characteristics with examples. [5M]	3	L2, L2
	OR		

7	A) Explain the classifications of markets on the basis of coemption [10M]	3	L2
8	A) "Accounting principles are essential for maintaining of systematic accounting." Do you agree? Comment. [5M] B) Explain Accounting conventions. [5M]	4	L4, L2
	OR		
9	Journalize the following transactions of 2010 May month. 1.05.2010. Vamsi commenced business with Rs1,00,000 2.05.2010. Deposited Rs. 40,000 with bank. 5.05.2010. Purchased good worth Rs. 15,000 from Mr.A 10.5.2010. Purchased goods worth Rs. 5,000 from Mr. 12.05.2010. Sold goods to Mr.Z worth Rs. 8000 15.05.2010. Goods returned by Mr. Z worth Rs. 250 16.05.2010. Returned defective goods worth Rs. 900 to Mr. A [10M]	4	L4
10	A) Explain the Importance of Ratio Analysis. [5M] B) Explain any two types of ratios. [5M]	5	L2, L2
	OR		
11	Calculate Liquidity ratios from the following information and comment on them. [10M]	5	L4

Liabilities	Amount	Assets	Amount
Equity share capital	6,00,000	Goodwill	1,00,000
7% Debentures	3,50,000	Plant & machinery	3,00,000
Long term debts	2,00,000	Trade investments	3,00,000
Bank over draft	75,000	Sundry debtors	1,50,000
Sundry creditors	60,000	Bills receivables	40,000
Bills payable	30,000	Cash in hand	50,000
Liability for tax	20,000	Cash at bank	60,000
		Stock	1,00,000
		Prepaid rent	5,000
		Land & building	2,30,000
	13,35,000		13,35,000