



R18 Regulation

Subject code: 2H7DC

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech VII Semester Supplementary Examinations, November 2025

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(ECE)

Maximum Marks: 70

Date: 01.12.2025

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	Define Business	2M	1	L1
2	What are the types of Business Entities	2M	1	L1
3	What is demand and its types?	2M	2	L1
4	Explain price elasticity of demand	2M	2	L1
5	Define cost	2M	3	L1
6	Explain about BEA point	2M	3	L1
7	Explain the types of account	2M	4	L1
8	Define journal.	2M	4	L1
9	Define liquidity ratio.	2M	5	L1
10	Define solvency ratio.	2M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
11	Describe business economics and its nature and scope?	10M	1	L2
	OR			
12	Explain Business cycle and its phases	10M	1	L2
13	Explain elasticity of demand & factors governing elasticity of demand?	10M	2	L2
	OR			
14	Describe demand forecasting and state the methods of demand forecasting?	10M	2	L2
15	Explain internal and external economies of scale?	10M	3	L2
	OR			
16	Explain pricing and types of pricing	10M	3	L2
17	Explain accounting concepts and conventions in detail	10M	4	L2
	OR			
18	Summarize the journal, ledger and final accounts.	10M	4	L2
19	Describe ratio analysis and its types	10M	5	L2
	OR			
20	What do you understand about ratio analysis? Explain how it is useful for business decision making and what are its limitations	10M	5	L2