



R20 Regulation *Subject code:3H3EA*
TKR COLLEGE OF ENGINEERING AND TECHNOLOGY
(Autonomous, Accredited by NAAC with 'A+' Grade)

B.Tech III Semester Supplementary Examinations, December 2024

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS
(Common to CSE, CSE(AI&ML) & IT)

Maximum Marks: 70

Date:02.12.2024

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

Part-B

Answer All the following questions. (5X10M=50Marks)		CO	Bloom Tx
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	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 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	[10M]	4	L2
19	Explain liquidity ratio in detail.	[10M]	5	L2
	OR			
20	Explain the advantages and disadvantages of ratio analysis.	[10M]	5	L2