



R22 Regulation

Subject code: 4H5DE

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech V Semester Regular/Supplementary Examinations, November 2025

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS (ECE)

Maximum Marks: 60

Date: 22.11.2025

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

All the following questions carry equal marks (10X1M=10 Marks)		Marks	CO	Bloom Tx
1.a)	Define microeconomics.	1M	1	L1
b)	What does the term LLC stand for?	1M	1	L1
c)	What does the Law of Demand state?	1M	2	L1
d)	What is the shape of the demand curve under the law of demand?	1M	2	L1
e)	Define fixed cost.	1M	3	L1
f)	Define penetration pricing.	1M	3	L1
g)	What is the purpose of preparing a Trial Balance?	1M	4	L1
h)	Define ledger.	1M	4	L1
i)	What are leverage ratios?	1M	5	L1
j)	Define proprietary ratio?	1M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	Bloom Tx
2.	a) Define Business and its characteristics.	5M	1	L1
	b) What is a Limited Liability Company (LLC)? State its advantages.	5M		L1
OR				
3	a) Compare between Microeconomics and Macroeconomics with examples.	5M	1	L2
	b) What is National Income? State its importance.	5M		L1
4	a) Define Elasticity of Demand and explain its types.	5M	2	L1
	b) Explain the Law of Demand with its assumptions and exceptions.	5M		L2
OR				
5	a) What is Demand Forecasting? Explain its importance.	5M	2	L2
	b) What are the objectives and uses of demand forecasting?	5M		L1
6	a) Define Production Function and explain its importance in business decision-making.	5M	3	L1
		5M		L1

	b) How is the Break-Even Point (BEP) calculated? Illustrate with a suitable diagram.																																																																																			
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7	a) What is GST? Explain its benefits to businesses. b) Explain the features of Monopolistic Competition with examples.	5M 5M	3	L1 L2																																																																																
8	Explain accounting concepts and conventions with suitable examples.	10M	4	L2																																																																																
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9	From the following trial balance of M/s Kaushal Traders, prepare Trading and Profit and Loss Account for the year ended 31st March 2012 and a Balance Sheet as on that date :	10M	4	L3																																																																																
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10	a) Define Ratio Analysis and explain its importance in financial management.	5M	5	L2										
	b) Explain turnover ratios in detail.	5M		L2										
OR														
11	Estimate Gross Profit Ratio and Operating Ratio from the given information.	10M	5	L3										
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