



R22 Regulation

Subject code:4H6AE

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech VI Semester Supplementary Examinations, November 2025

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(Common to CE &EEE)

Maximum Marks: 60

Date:17.11.2025

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)	State if economics is positive or normative in nature.	1M	1	II
b)	Define business economics.	1M	1	I
c)	List the factors influencing demand curve.	1M	2	I
d)	When is a commodity said to have a perfectly elastic demand?	1M	2	I
e)	Differentiate marginal and total cost.	1M	3	II
f)	Mention the purpose of break-even analysis.	1M	3	I
g)	Give the important features of double entry system of accounting.	1M	4	I
h)	What is the purpose of control accounts?	1M	4	I
i)	List the objectives of accounting ratios.	1M	5	I
j)	What is ratio analysis?	1M	5	I

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	Bloom Tx
2	Explain Business cycle and discuss the feature and phases of Business cycles.	10M	1	II
OR				
3	Explain the various sources of capital in details.	10M	1	III
4	What is price elasticity of demand? Discuss the types of price elasticity of demand.	10M	2	III
OR				
5	Discuss the following: a) Statistical methods of demand forecasting. b) Determinants of demand.	5M 5M	2	III
6	Discuss the main features and types of an oligopoly market structure.	10M	3	II
OR				
7	Give an account of factors affecting pricing policy and different kinds of pricing opted by business firms.	10M	3	III

8	Explain accounting concepts and conventions in detail.	10M	4	IV
	OR			
9	Define accounting and give a description on the classification of different accounts maintained by business enterprises.	10M	4	III
10	Give a detailed account of objectives, advantages and limitations of ratio analysis.	10M	5	II
	OR			
11	Discuss the classification of turnover ratios used in analyzing the performance of a company.	10M	5	III