



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 2025

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(Common to CSE, CSE(AI&ML) & IT)

Maximum Marks: 70

Date: 15.12.2025

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 economics.	2M	1	L1
2	What is limited liability company?	2M	1	L1
3	Define Demand forecasting.	2M	2	L1
4	Define Production Function.	2M	2	L1
5	Define Oligopoly.	2M	3	L1
6	Define monopolistic competition.	2M	3	L1
7	Define personal account.	2M	4	L1
8	Define real account.	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	State the difference between micro and macroeconomics.	10M	1	L2
	OR			
12	Explain the role of a business economist.	10M	1	L2
13	Explain elasticity of demand and its types in detail.	10M	2	L2
	OR			
14	Discuss the methods of demand forecasting.	10M	2	L2
15	Interpret the price output determination in monopoly and monopolistic competition.	10M	3	L2
	OR			
16	Discuss the rules for maintaining books of accounts and interpret the format of trail balance.	10M	3	L2
17	Explain the format of trading, profit & loss account and balance sheet.	10M	4	L2
	OR			
18	Explain accounting concepts and conventions.	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