



R20 Regulation

Subject code: 3H4CA

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech IV Semester Supplementary Examinations, December 2025

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS (ME)

Maximum Marks: 70

Date: 16.12.2025

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	Write the meaning of microeconomics and macroeconomics.	2M	1	L1
3	What is price elasticity of demand?	2M	2	L1
4	Define Demand forecasting.	2M	2	L1
5	Define production function.	2M	3	L1
6	What is oligopoly?	2M	3	L1
7	Define ledger.	2M	4	L1
8	Give example for real account?	2M	4	L1
9	What is meant by Quick Ratio?	2M	5	L1
10	What is Operating ratio?	2M	5	L1

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
11	Explain the Business entities.	10M	1	L2
OR				
12	Define business. Write about nature and scope business Economics?	10M	1	L2
13	How can you measure the Elasticity of Demand?	10M	2	L2
OR				
14	Explain about stastical methods of demand fore casting.	10M	2	L2
15	Write about Break even analysis in Detail.	10M	3	L2
OR				
16	Write about any two methods of pricing in Detail?	10M	3	L2
17	Explain the conventions of accounting.	10M	4	L2
OR				
18	Discuss the rules of accounting with examples.	10M	4	L2
19	Explain capital structure Ratios.	10M	5	L2
OR				
20	Explain about liquidity ratios and profitability ratios.	10M	5	L2