



R22 Regulation

Subject code:4H2AL

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech II Semester Supplementary Examinations, January 2026

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

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

Maximum Marks: 60

Date: 08.01.2026

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 (10X1M=10 Marks)		Marks	CO	BTL
1.a	Define Limited Company.	1M	CO1	1
b	Mention the phases of Business life cycle.	1M	CO1	1
c	Explain demand forecasting	1M	CO2	1
d	What is Price elasticity of Demand?	1M	CO2	2
e	Write about GST.	1M	CO3	1
f	Define Break-even point	1M	CO3	1
g	What is the dual aspect concept in accounting?	1M	CO4	1
h	State 3 rules of Double entry system	1M	CO4	2
i	Define solvency ratio.	1M	CO5	2
j	Write Formulae for Debt equity ratio and current ratio	1M	CO5	2

Part-B

Answer All the following questions. (5X10M=50Marks)		Marks	CO	BTL
2	Define business, explain its characteristics and differentiate between the major types of business entities followed by examples.	10M	CO1	2
OR				
3	What is Business Economics and explain the role of a business economist in the corporate environment with a case as an example.	10M	CO1	3
4	State Law of Demand by quoting an example of a perishable good. Explain various determinants of demand.	10M	CO2	1
OR				
5	Explain the types of demand fore casting.	10M	CO2	3
6	Describe the different types of pricing strategies used in business. Give examples of where each is applied.	10M	CO3	1
OR				
7	Compare and contrast perfect competition and monopoly with examples.	10M	CO3	3

8	What are the rules for maintaining books of accounts? Illustrate with suitable examples.	10M	CO4	2
	OR			
9	Describe the process of preparing final accounts. What are the components of the trading and profit & loss account and balance sheet?	10M	CO4	3
10	Define profitability ratios. Explain gross profit ratio, net profit ratio, and return on capital employed with examples.	10M	CO5	3
	OR			
11	<p>From the following information, calculate:</p> <ul style="list-style-type: none"> • Current Ratio • Quick Ratio <p>Data: Current Assets = Rs.60,000 Stock = Rs.10,000 Current Liabilities = Rs.30,000</p>	10M	CO5	3