



**Regulation R17**  
**TKR COLLEGE OF ENGINEERING AND TECHNOLOGY**  
(Autonomous, Accredited by NAAC with 'A' Grade)

**Subject code:1H4AE**

**B.Tech II Year II Semester Supplementary Examinations, July 2022**  
**BUSINESS ECONOMICS AND FINANCIAL**  
(Common to CE, EEE,ME,ECE,CSE & IT)

**Maximum Marks: 70**

**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)

- 1 Define business economics.
- 2 Explain about Limited Liability company.
- 3 Define elasticity of demand.
- 4 Discuss about price elasticity of demand
- 5 Explain about production function.
- 6 Distinguish between monopoly and oligopoly?
- 7 Classify accounting concepts.
- 8 Evaluate the rules for maintaining books of accounts
- 9 Write about liquidity ratios?
- 10 Define leverage ratio.

**Part-B**

Answer All the following questions.

(10M X 5=50Marks)

- 11 List out the sources of capital for a company. 10
- OR
- 12 Illustrate the structure of business firm. Write about types of business entities? 10
- 13 State the demand forecasting? Discuss about methods of demand forecasting? 10
- OR
- 14 Explain how do you measure elasticity of demand? 10
- 15 Summarize product life cycle based pricing in detail? 10
- OR
- 16 Define BEP & describe graphical presentation of BEA 10
- 17 Write about types of accounts. Explain accounting concepts and conventions 10
- OR
- 18 Journalize the following transactions. 10  
Jan-1. Madhu commenced business with Rs. 15,000  
2 paid in to bank Rs.10,000  
3 purchased goods from B for Rs. 2,000  
4 Returned goods to B for Rs. 200  
5. paid to B in full settlement of A/c Rs. 1,700  
7. received interest from the bank Rs. 750  
9 Sold goods for cash Rs. 7000  
12 Sold goods to Don Rs.4,000

19 Discuss about profitability Ratios?

10

OR

20 From the following information calculate current ratio and quick ratio.

10

Land and buildings 1,50,000

Plant and machinery 3,00,000

Furniture 1,25,000

Closing stock 25,000

Debtor 62,500

Wages prepaid 7,500

Creditors 18,000

Rent outstanding 12,000