



R20 Regulation

Subject code:3H4CA

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech IV Semester Regular Examinations, July 2022

Business Economics and Financial Analysis

(Mechanical Engineering)

Maximum Marks: 70

Date:20.07.2022 Duration: 3 hours

Part-A

All the following questions carry equal marks

(10x2M=20 Marks)

- 1 What is the scope of business economics?
- 2 Differentiate microeconomics and macroeconomics.
- 3 What is demand forecasting?
- 4 State the law of demand.
- 5 List the characteristics of monopolistic competition.
- 6 What is sunk cost?
- 7 Define current liability.
- 8 List the key words used in a financial statement.
- 9 What are the different types of Ratios in financial analysis?
- 10 Give the importance of liquidity in an investment firm.

Part-B

Answer All the following questions.

(5X10M=50Marks)

- 11 Explain the features and different phases of a business cycle. [10]
OR
- 12 Explain the objectives of a firm and add a note on the various types of business entities. [10]
- 13 Explain the significance of elasticity of demand and the different factors governing the elasticity of demand. [10]
OR
- 14 List the various qualitative and quantitative methods of demand Forecasting and discuss the different steps in demand forecasting. [10]
- 15 Give an account of break-even analysis, its components, significance, applications and limitations. [10]
OR
- 16 Discuss the various phases of product life cycle and pricing strategies in each stage. [10]
- 17 What are the concepts and conventions of financial Accounting? Give a brief note on each of them. [10]
OR
- 18 What are the different types of accounts and explain the rules of accounting?
- 19 What do you mean by ratio analysis? Discuss its objectives. State the significance of solvency ratio. [10]
OR
- 20 Explain the various merits and limitations of Ratio Analysis. [10]