



*R20 Regulation*  
**TKR COLLEGE OF ENGINEERING AND TECHNOLOGY**  
(Autonomous, Accredited by NAAC with 'A' Grade)

*Subject code: 3H3EA*

**B.Tech III Semester Supplementary Examinations, July 2022**

**BUSINESS ECONOMICS AND FINANCIAL ANALYSIS**  
( Common to CSE, CSE (AI & ML) & IT )

**Maximum Marks: 70**

Date:19.07.2022 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 What is limited liability company?
- 3 Define Demand forecasting.
- 4 Define Production Function.
- 5 What is cost?
- 6 Define monopoly.
- 7 Define the types of account.
- 8 Define journal.
- 9 What is ratio analysis?
- 10 Define liquidity ratio.

Part-B

Answer All the following questions.

(10M X 5=50Marks)

- 11 State the difference between micro and macro economics [10]  
OR
- 12 Explain the role of a business economist [10]
- 13 Explain elasticity of demand and its types in detail [10]  
OR
- 14 Discuss the methods of demand forecasting? [10]
- 15 Interpret the price output determination in monopoly and monopolistic competition [10]  
OR
- 16 Discuss the rules for maintaining books of accounts and interpret the format of trail balance. [10]
- 17 Define accounting? Explain its concepts and conventions [10]  
OR
- 18 Summarize the journal, ledger and final accounts. [10]
- 19 Describe ratio analysis and its types [10]  
OR
- 20 What do you understand about ratio analysis? Explain how it is useful for business decision making and what are its limitations [10]