



R18 Regulation

Subject code:2H7DC

# TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

**B.Tech VII Semester Supplementary Examinations, November 2023**

## BUSINESS ECONOMICS AND FINANCIAL ANALYSIS (Electronics and Communication Engineering)

**Maximum Marks: 70**

Date:08.12.2023 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 which carries 10M.  
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	L1
2	What is the meaning of micro and macro economics	L1
3	What is demand and its types?	L1
4	Explain price elasticity of demand	L2
5	Define cost	L1
6	Define monopoly	L1
7	Define personal account?	L1
8	What is journal and ledger?	L1
9	What is ledger	L1
10	Define liquidity ratio	L1

### Part-B

Answer All the following questions.

(5X10M=50Marks)

11	Describe business economics and its nature and scope? (10M)	L2
	OR	
12	Explain the sources of finance. (10M)	L2
13	Explain elasticity of demand and its types in detail. (10M)	L2
	OR	
14	What is demand and explain determinants of demand. (10M)	L2
15	Define production? Explain the stages of product life cycle. (10M)	L2
	OR	
16	Differentiate between perfect and imperfect markets? (10M)	L4
17	Explain accounting concepts and conventions in detail. (10M)	L2
	OR	
18	Summarize the journal, ledger and final accounts. (10M)	L2
19	Write a brief note on the importance of ratio analysis to different category of users. (10M)	L2
	OR	
20	Explain the advantages and disadvantages of ratio analysis. (10M)	L2

