



R20 Regulation

Subject code: 3H4CA

TKR COLLEGE OF ENGINEERING AND TECHNOLOGY

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

B.Tech IV Semester Regular/Supplementary Examinations, September 2023

**BUSINESS ECONOMICS AND FINANCIAL ANALYSIS**

(Mechanical Engineering)

Maximum Marks: 70

Date:13.09.2023 Duration: 3 hours

Part-A

All the following questions carry equal marks

(10X2M=20 Marks)

- 1 Give the scarcity definition of economics.
- 2 What are non-conventional sources of finance?
- 3 Give the importance of demand forecasting.
- 4 State the law of demand.
- 5 What is market skimming pricing?
- 6 Mention the limitations of break-even method.
- 7 List the difference between book keeping and accounting.
- 8 What is trading account?
- 9 Does ratio analysis help in decision making? How?
- 10 What is liquidity ratio?

Part-B

Answer All the following questions.

(10M X 5=50Marks)

- 11 State the characteristics of business and Categorize the different business entities. (10)  
OR
- 12 Write short notes on the following:  
(a) Nature and scope of business economics (b) Sources of capital for a company. (5 + 5)
- 13 What is elasticity of demand? Explain its significance and discuss the various factors affecting elasticity of demand. (10)  
OR
- 14 Explain the methods of demand forecasting. (10)
- 15 List the features of perfect competition. (10)  
OR
- 16 Describe the different types of costs involved in production. (10)
- 17 Discuss the rules for maintaining books of accounts and explain the system of self-balancing ledgers. (10)  
OR
- 18 Explain the concept, scope, features and importance of financial accounting. (10)
- 19 Give the general steps in ratio analysis. Discuss the managerial uses of ratio analysis and its limitations. (10)  
OR
- 20 Discuss the frequently used long term solvency ratios. (10)

