



B.Tech II Semester Supplementary Examinations, January 2024

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

Maximum Marks: 60

Date: 19.01.2024 Duration: 3 hours

- Note:**
1. This question paper contains two parts A and B.
 2. Part A is compulsory which carries 10 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

(10x1M=10 Marks)

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|--|-----|----------|
| 1 a What are the different phases in Business cycle? | CO1 | L1 |
| b Define the term "National Income". | CO1 | L2 |
| c Define elasticity of demand | CO2 | L1 |
| d State the law of demand. | CO2 | L1 |
| e What is the product life cycle? | CO3 | L1 |
| f Give the important characteristic of monopolistic competition. | CO3 | L1 |
| g Define Nominal Account. | CO4 | L1 |
| h Mention the purpose of the accounting | CO4 | L1 |
| i Define ratio analysis. | CO5 | L1 |
| j What is the difference between solvency ratio and liquidity ratio? | CO5 | L1 |

Part-B

Answer All the following questions.

(5X10M=50Marks)

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|----|---|-----|----|
| 2 | A. Describe the various stages of business cycle. [5M]
B. Narrate the nature of business economics. [5M] | CO1 | L4 |
| OR | | | |
| 3 | What is Business Cycle? Discuss the Phases of Business Cycle [10M] | CO1 | L6 |
| 4 | What is Elasticity of Demand? Explain the broad classification of Elasticity of Demand. [10M] | CO2 | L5 |
| OR | | | |
| 5 | Explain different methods of demand forecasting. [10M] | CO2 | L5 |
| 6 | A. Define breakeven point. What are the assumptions in breakeven analysis? [5M] | CO3 | L6 |

B. Discuss about GST. [5M]

OR

- 7 A. Explain the features of a perfect competitive market. [5M] L5
B. Explain the concept of pricing based on Product Life Cycle. [5M] CO3

- 8 A. What is "Accounting"? Explain Double entry system of Book- Keeping. [5M] CO4
B. Explain any two accounting Concepts. [5M] L5

OR

- 9 A. Prepare Profit and Loss Account, from the following balances of Mr. X for the year ending 31.03.2014. CO4 L6

Particulars	Amount (Rs.)
Office rent	3,000
Printing expenses	2,200
Tax, Insurance	1,400
Discount received	400
Advertisement	3,600
Salaries	8,000
Stationeries	2,400
Discount allowed	600
Travelling expenses	2,600
Gross Profit transferred from the Trading A/c	25,000

B. Explain how a ledger account can be maintained? [7M+3M]

- 10 Explain the importance of Ratio analysis as a technique for analyzing Financial Statements [10M] CO5 L5

OR

- 11 A. Elucidate the types of turnover ratios. [5M]
B. Calculate: i) Debt equity ratio, ii) Liquidity ratio [5M] CO5 L6

Stock	Rs.30,000
Debtors	Rs.40,000
Sales	Rs.5,60,000
Reserves	Rs.50,000
Good will	Rs.60,000
Equity Capital	Rs.1,00,000
Secured loan	Rs.1,00,000
Land and Buildings	Rs.1,40,000