



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NBA and NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

II B.Tech II Sem Regular End Examination, July 2022 Business Economics and Financial Analysis (CSD)

Time: 3 Hours.

Max. Marks: 70

Note: 1. Question paper consists: Part-A and Part-B.

2. In Part – A, answer all questions which carries 20 marks.

3. In Part – B, answer any one question from each unit.

Each question carries 10 marks and may have a, b as sub questions.

PART- A

(10*2 Marks = 20 Marks)

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|-------|---|----|-----|-----|
| 1. a) | What is partnership deed? | 2M | C01 | BL1 |
| b) | What is Cobb-Douglas production function? | 2M | C01 | BL1 |
| c) | What is Income elasticity of demand? | 2M | C02 | BL1 |
| d) | Write any three characters of Monopoly market structures? | 2M | C02 | BL2 |
| e) | Explain opportunity cost and accounting cost. | 2M | C03 | BL4 |
| f) | What is marginal rate of technical substitution? | 2M | C03 | BL1 |
| g) | Define accounting. | 2M | C04 | BL1 |
| h) | What is tribal balance? | 2M | C04 | BL1 |
| i) | Define current ratio and liquid ratio. | 2M | C05 | BL1 |
| j) | Define ratio analysis. | 2M | C05 | BL1 |

PART- B

(10*5 Marks = 50 Marks)

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|------|---|----|-----|-----|
| 2 a) | Define business economics and explain its nature and scope. | 5M | C01 | BL4 |
| b) | Write in detail about different types of business entities? | 5M | C01 | BL1 |

OR

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|------|---|-----|-----|-----|
| 3 | What is national income? Give the components of national income and state the impact of inflation on national income. | 10M | C01 | BL1 |
| 4 a) | What is demand function? How do you determine it? | 5M | C02 | BL1 |
| b) | What do you understand by elasticity of demand? Explain the factors governing it. | 5M | C02 | BL4 |

OR

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|---|--|-----|-----|-----|
| 5 | Explain in detail about different techniques for demand forecasting. | 10M | C02 | BL4 |
|---|--|-----|-----|-----|

- 6 a) Differentiate between perfect and imperfect markets. 5M C03 BL2
b) Explain price output determination in monopolistic competition. 5M C03 BL4
- OR**
- 7 Discuss in detail about pricing methods and its factors which influence price decisions. 10M C03 BL2
- 8 a) Prepare ledger posting for the following transactions 5M C04 BL3
2003 Jan 5 paid rent Rs. 4,000.00
Jan 6 sold goods worth Rs. 50,000.00 to Suresh
Jan 7 bought goods from Devi Rs. 14,000.00
Jan 8 paid salary Rs. 1,000.00
b) Explain types of accounts and rules governing each account. 5M C04 BL4
- OR**
- 9 Explain different accounting concepts and accounting conventions. 10M C04 BL4
- 10 a) Differentiate between cash flow and funds flow statements. 5M C05 BL2
b) Calculate net profit data from the following data 5M C05 BL3
Sales returns Rs 1,00,000.00
Administration expenses Rs 10,000.00
Gross profit Rs 40,000.00
Loss on account of fire Rs 3,000.00
- OR**
- 11 Define ratio analysis and give out its classification in detail. 10M C05 BL1