

R18

Code No: 155AJ

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech III Year I Semester Examinations, July/August - 2023

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(Mechanical Engineering)

Time: 3 Hours

Max. Marks: 75

- Note:** i) Question paper consists of Part A, Part B.
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.
iii) 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

(25 Marks)

1. Write short notes for the following.
- a) Micro and Macro Economics. [2]
 - b) Partnership firm. [3]
 - c) Significance of Elasticity of demand. [2]
 - d) Opinion survey method of demand forecasting. [3]
 - e) Urgent and Postponable costs. [2]
 - f) Oligopoly. [3]
 - g) Journal. [2]
 - h) Creditors and Debtors. [3]
 - i) Inventory Turnover Ratio. [2]
 - j) Earnings per Share. [3]

PART – B

(50 Marks)

- 2.a) Discuss the nature and scope of Business Economics.
 - b) Describe the disciplines contributing to Business Economics. [5+5]
- OR**
- 3.a) Mention the sources of capital for a company.
 - b) Explain the different phases of Business Cycle. [5+5]
- 4.a) State and explain the Law of demand. What are its exceptions?
 - b) What is meant by Elasticity of demand? How is it measured? [5+5]
- OR**
- 5.a) Discuss the utility of demand forecasting. What are the criteria of a good forecasting method.
 - b) What are the determinants of Supply? [5+5]
- 6.a) Explain the nature and managerial uses of Production Function.
 - b) What are Returns to scale? How do they arise? [5+5]
- OR**
- 7.a) Compare and contrast Perfect competition and Monopolistic competition.
 - b) Discuss the managerial uses of Break-Even analysis. [5+5]

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- 8.a) What is Double entry system of accounting? Explain its advantages and disadvantages.
b) Discuss in brief various Accounting Conventions. [5+5]

OR

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- 9.a) What are the differences between a Journal and a Ledger.
b) Name the constituents of Final Accounts and the purpose they serve. [5+5]

- 10.a) What do you mean by Ratio Analysis? Explain its objectives and limitations.
b) State the method of calculating Debt Equity Ratio and its significance. [5+5]

OR

- 11.a) Write a note on (i) Gross Profit Ratio and (ii) Net Profit Ratio.
b) Distinguish between Funds Flow and Cash Flow Statement. [5+5]

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