

Code No: 154AH

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech II Year II Semester Examinations, March - 2022

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(Common to CSE, IT, IFE)

Time: 3 Hours

Max. Marks: 75

Answer any five questions
Each carries equal marks

- 1.a) Discuss the nature and scope of Managerial economics.
b) Examine the sources of capital for a company. [8+7]
- 2.a) Discuss the micro and macro economic concepts and brief on the concepts of national Income.
b) Define a business cycle and narrate the features and phases of business cycle. [8+7]
- 3.a) Illustrate the different types of Elasticity of demand.
b) Describe briefly the factors affecting Demand Forecasting. [8+7]
- 4.a) Narrate the law of demand and its exceptions.
b) Distinguish between durable demand and perishable demand. [8+7]
- 5.a) Explain how Cost-Output relationship helps managers in decision making.
b) From the following particulars, calculate the Break-even point in terms of both quantity and value. Production in units - 10,000 Sales price - Rs. 5 per unit Variable Costs - Rs. 20,000 Fixed Costs - Rs. 12,000. [8+7]
- 6.a) How do you classify markets on the basis of competition.
b) Explain any four methods of pricing based on Strategy. [8+7]
- 7.a) Describe the advantages and disadvantages of double entry book keeping.
b) Mr. Normal has the following transactions in the month of April. Write Journal Entries for the transactions.
10th April : Commenced business with a capital of Rs.1,00,000
11th April : Purchased goods from Veeru for Rs.20,000
13th April : Purchased Goods for Cash Rs. 15,000
14th April : Purchased Goods from Abhiram for cash Rs.9,000
16th April : Bought Goods from Shyam on credit Rs.12,000
17th April : Sold goods worth Rs.15,000 to Tarun
19th April : Sold goods for cash Rs.20,000
20th April : Sold goods to Utsav for cash Rs.6,000
21st April : Sold goods to Pranav on credit Rs.17,000
22nd April : Returned goods to Veeru Rs. 3,000. [8+7]
- 8.a) Explain the funds flow statement with suitable example
b) Ratios are really helpful for financial statement analysis. Distinguish your answer. [8+7]

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