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Code No: 155AG

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**B. Tech III Year I Semester Examinations, February - 2022****BUSINESS ECONOMICS AND FINANCIAL ANALYSIS**

(Common to ECE, EIE, MCT, AE)

Time: 3 Hours**Max. Marks: 75**

Answer any five questions
All questions carry equal marks

1. Define Business Economics? Explain the nature and scope of business economics and brief on business cycle, its features and phases of business cycle. [15]
2. Examine the micro, macro economic concepts and brief on the concepts and importance of national income in managerial economics. [15]
- 3.a) Discuss the different methods of demand forecasting.
b) Explain the law of supply and supply function. [7+8]
4. List out the determinants of demand. Explain law of demand and discuss the measurement and significance of elasticity of demand. [15]
- 5.a) Explain the concept of Break even analysis. Discuss its applications.
b) Describe the production function and brief on law of returns to scale. [7+8]
- 6.a) Define Monopoly. Explain price output determination under monopoly.
b) Brief about the short run and long run cost function. [8+7]
- 7.a) Define Accounting. Discuss any four accounting concepts.
b) Discuss the procedure for preparation of final accounts. [8+7]
8. The following Trading and Profit and Loss Account of Fantasy Ltd. for the year 31-3-2000 is given below:

Particulars	Rs.	Particulars	Rs.
To Opening Stock	76,250	By Sales	5,00,000
To Purchases	3,15,250	By Closing Stock	98,500
To Carriage and Freight	2,000		
To Wages	5,000		
To Gross Profit b/d	2,00,000		
	5,98,500		5,98,500
To Administrative Expenses	1,01,000	By Gross Profit b/d	2,00,000
To Selling & Dist. Expenses	12,000	By non-operating incomes:	
To non-operating expenses	2,000	By Interest on Securities	1,500
To Financial Expenses	7,000	By Dividend on shares	3,750
Net Profit c/d	84,000	By Profit on Sale of Shares	750
	2,06,000		2,06,000

Calculate:

- a) Gross Profit Ratio
- b) Expenses Ratio
- c) Operating Ratio
- d) Net Profit Ratio
- e) Stock Turnover Ratio.

[15]

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