JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
B. Tech II Year II Semester Examinations, March - 2022
BUSINESS ECONOMICS AND FINANCIAL ANALYSIS
(Common to CSE, IT, ITE)

Time: 3 Hours   Max. Marks: 75

Answer any five questions
Each carries equal marks
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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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