

R18/R16

Code No: 154AH/134AG

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech II Year II Semester Examinations, March/April - 2021

BUSINESS ECONOMICS AND FINANCIAL ANALYSIS

(R18 - Common to CSE, IT; R16-Common to CE, EEE, ME, ECE, CSE, EIE, IT, MCT, ETM,
MMT, AE, MIE, PTM, CEE, MSNT)

Time: 3 Hours

Max. Marks: 75

Answer any five questions
All questions carry equal marks

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- 1.a) Define Business. And explain different sources of capital to take up companies.
b) What is Economics? And explain different concepts of national income. [8+7]
 - 2.a) What is business cycle. And explain the different phases of Business Cycle.
b) Explain the nature and scope of Business Economics. [7+8]
 - 3.a) Define Elasticity of Demand. And explain the measurement and significance of elasticity of demand.
b) Explain the importance of elasticity of demand in decision making. [8+7]
 - 4.a) Briefly explain different methods of demand forecasting.
b) Explain the determinants of supply. And explain the Salient features of supply function. [7+8]
 - 5.a) Explain the salient features of returns to scale.
b) What are the types of costs? And explain short-run cost functions. [7+8]
 - 6.a) Define Markets. And explain the salient features of Monopoly and Oligopoly.
b) Briefly explain the significance, assumptions, limitations, uses and application value of Break-even analysis. [7+8]