

Code No.: SM401MS

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**CMR ENGINEERING COLLEGE: : HYDERABAD
UGC AUTONOMOUS**

II-B.TECH-II-Semester End Examinations (Regular) - August- 2023

BUSINESS ECONOMICS & FINANCIAL ANALYSIS

(Common to CSE, IT, CSC, CSD & AI&DS)

[Time: 3 Hours]

[Max. Marks: 70]

Note: This question paper contains two parts A and B.

Part A is compulsory which carries 20 marks. Answer all questions in Part A.

Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART-A

(20 Marks)

1. a) Define Business Economics. [2M]
- b) Differentiate between Micro and Macro Economics. [2M]
- c) What is Survey Method? [2M]
- d) Explain Supply Function. [2M]
- e) What is Production Function? [2M]
- f) Compare and contrast short run and long run Production function. [2M]
- g) What is Trial Balance? [2M]
- h) Write about Accounting Equations. [2M]
- i) What is Cash flow Analysis? [2M]
- j) What is Profitability ratio? [2M]

PART-B

(50 Marks)

2. What is Business Economics? Explain its Nature and Scope. [10M]
- OR**
3. Discuss the Role and Importance of Business Economist in Managerial Decision. [10M]
4. Define Elasticity of Demand. How do you measure it? [10M]
- OR**
5. Explain Different Methods of Demand Forecasting. [10M]
6. Define Market and Explain how markets are Classified. [10M]
- OR**
7. You are requiring to calculate. i) Margin of Safety ii) Total Sales iii) Variable cost [10M]
from the following Information.
Fixed cost Rs 12,000
Profit Rs 1,000
Break-Even Sales Rs 60,000
8. What are the different Concepts and Conventions of Accounting? [10M]
- OR**
9. Prepare the Format of the Trial balance. [10M]
10. How Ratios are Classified for the purpose of Financial Analysis? With Assumed Data, [10M]
Illustrate any two types of Ratios under each category.
- OR**
11. What are the Advantages of Fund flow Statements? [10M]
