

Code No.: (R22SM401MS)

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

**II–B.TECH–II–Semester End Examinations (Regular) -July- 2024**

**BUSINESS ECONOMICS & FINANCIAL ANALYSIS**

**(Common for CSE, IT, CSD)**

**[Time: 3 Hours]**

**[Max. Marks: 60]**

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

Part A is compulsory which carries 10 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**

**(10 Marks)**

1. a) Illustrate the Sources of Capital for a Company. [1M]
- b) What is the Role of Business Economist's? [1M]
- c) Define the Law of Demand. [1M]
- d) Explain the Significance of the Law of Supply. [1M]
- e) List out the Factors of Production. [1M]
- f) What is the Short-run Production Function? [1M]
- g) Explain the fundamental Concept of Accounting. [1M]
- h) How do you write an example of a Trial Balance? [1M]
- i) What do you mean by Liquidity Ratio? [1M]
- j) How do you define a Solvency Ratio? [1M]

**PART-B**

**(50 Marks)**

2. What are the main types of Business Entities? What are the Characteristics of Business? [10M]
- OR**
3. What is the Significance of Economics and how does Micro-Economics specifically enhance our understanding of individual market behaviors and resource allocation? [10M]
  4. Outline the Steps involved in Demand Forecasting and discuss their relevance in today's context. [10M]
- OR**
5. Define Elasticity of Demand. Explain the types of Elasticity of Demand [10M]
  6. Classify the various types of Production Functions and discuss the Factors that influence them. [10M]
- OR**
7. Show different types of Pricing and demonstrate how Product Life Cycle-based pricing decisions are made discuss. [10M]
  8. Explain the Rule of Accounting and Accounting Principles. [10M]
- OR**
9. Explain the Fundamental Elements of Financial Statements and outline the process for preparing Final Accounts. [10M]
  10. Classify different types of Ratios and explain their significance in contributing to Financial Analysis. [10M]
- OR**
11. Explain Fund Flow and Cash Flow Analysis, providing suitable examples for each. [10M]

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