

ANURAG Engineering College

(An Autonomous Institution)

II B.Tech II Semester Supplementary Examinations, December – 2024

BUSINESS ECONOMICS & FINANCIAL ANALYSIS**(COMPUTER SCIENCE AND ENGINEERING & INFORMATION TECHNOLOGY)****Time: 3 Hours****Max.Marks:60****Section – A (Short Answer type questions)****(10 Marks)****Answer All Questions**

	Course Outcome	B.T Level	Marks
1. What is Business Economics?	CO1	L1	1M
2. Define Limited Liability Companies?	CO1	L1	1M
3. What is Demand?	CO2	L1	1M
4. What is Law of Supply?	CO2	L1	1M
5. What is production?	CO3	L1	1M
6. What is Cost?	CO3	L1	1M
7. Define Double Entry system?	CO4	L1	1M
8. What are the Golden rules of accounts?	CO4	L1	1M
9. Define Ratio?	CO5	L1	1M
10. What are Turnover Ratios?	CO5	L1	1M

Section B (Essay Questions)**Answer all questions, each question carries equal marks.****(5 X 10M = 50M)**

11. A) Explain the Role of Business Economist in Business?	CO1	L2	10M
OR			
B) Discuss the Importance of Micro and macro–Economics Concepts	CO1	L2	10M
12. A) Evaluate Measurement and Significance of Elasticity of Demand?	CO2	L3	10M
OR			
B) Illustrate Steps in Demand Forecasting?	CO2	L3	10M
13. A) Explain the Cobb Douglas production function?	CO3	L2	10M
OR			
B) Discuss the Product Life Cycle (PLC) based on Pricing?	CO3	L2	10M
14. A) Explain the Objectives and Importance of Accounting?	CO4	L2	10M
OR			
B) Prepare a Trial Balance with the following information:	CO4	L3	10M

S. No	Name of Account	Balance (₹)	S. No	Name of Account	Balance (₹)
(i)	Capital	2,00,000	(ii)	Stock	70,000
(iii)	Cash	1,80,000	(iv)	Debtors	3,00,000
(v)	Creditors	1,00,000	(vi)	Bank Loan	1,50,000
(vii)	Sales	3,00,000	(viii)	Purchases	2,00,000

15. A) Explain the advantages and limitations of ratio analysis?

CO5 L2 10M

OR

B) Explain the Profitability Ratios with Simple Example?

CO5 L2 10M