

Code No:9ZC01

Date: 14-August-2024 (T.N)

**B.Tech II-Year II- Semester External Examination, August-2024 (Regular)**  
**BUSINESS ECONOMICS AND FINANCIAL ANALYSIS (CSE,IT,ECM,CS,AI,ML,DS,IOT)**

Time: 3 Hours

Max.Marks:60

- Note:** a) No additional answer sheets will be provided.  
b) All sub-parts of a question must be answered at one place only, otherwise it will not be valued.  
c) Missing data can be assumed suitably.

**Bloom's Cognitive Levels of Learning (BCLL)**

Remember	L1	Apply	L3	Evaluate	L5
Understand	L2	Analyze	L4	Create	L6

**Part - A**

Max.Marks: 6x2=12

**ANSWER ALL QUESTIONS, EACH QUESTION CARRIES 2 MARKS.**

- |  | BCLL | CO(s) | Marks |
|--|------|-------|-------|
| 1 Define Cross elasticity of demand.   | L2   | CO1   | [2M]  |
| 2 What are the two inputs you would consider for production function with two variable inputs? | L2   | CO2   | [2M]  |
| 3 What is fixed cost?  | L2   | CO3   | [2M]  |
| 4 Distinguish between Journal and Ledger.  | L2   | CO4   | [2M]  |
| 5 What is Net Profit Ratio?  | L2   | CO5   | [2M]  |
| 6 <u>Write</u> formulae for Gross Profit Ratio.  | L1   | CO6   | [2M]  |

**Part – B**

Max.Marks: 6x8=48

**ANSWER ALL QUESTIONS. EACH QUESTION CARRIES 8 MARKS.**

- |  | BCLL     | CO(s) | Marks |
|--|----------|-------|-------|
| 7. Explain Law of Demand. Write its exceptions.<br>OR  | L2       | CO1   | [8M]  |
| 8 What is Elasticity of Demand? Explain the types of elasticity of demand.   | L2       | CO1   | [8M]  |
| 9. Describe the BEP with the help of diagram.<br>OR  | L3       | CO2   | [8M]  |
| 10 Explain internal and external economies of scale.   | L2       | CO2   | [8M]  |
| 11 Define Monopoly. Write features of monopoly.<br>OR  | L2       | CO3   | [8M]  |
| 12 Define cost and explain the different types of cost.  | L2       | CO3   | [8M]  |
| 13 a) What are the types of accounts and what are the rules governing them?<br>b) Explain double entry system of accounting.<br>OR | L2<br>L2 | CO4   | [8M]  |
| 14 Journalize the following transactions   | L5       | CO4   | [8M]  |

Date	Particular	Rs
01st Jan 2019	Mohan commenced business	50,000
03rd Jan	Purchased goods	2,000
05th Jan	Sold goods to Tarun	20,000
08th Jan	Cash deposited into bank	8,000
15th Jan	Paid rent to land lord	5,000
17th Jan	Commission received	450
25th Jan	Paid salaries	5,000
28th Jan	cash withdrawn from the bank	3,000

- 15 a) [What is a balance sheet and why is it prepared?](#) L2 CO5 [8M]  
 b) Explain Revenue and Capital Expenditure. L2

OR

- 16 From the following Trial balance & additional information, you are required to prepare final accounts as on 31<sup>st</sup> December 2018. L4 CO5 [8M]

Particulars	Debit (Rs)	Credit (Rs)
Capital		20,000
Sundry Debtors	5,400	
Drawings	1,800	
Machinery	7,000	
Sundry Creditors		2,800
Wages	10,000	
Purchases	19,000	
Opening stock	4,000	
Bank Balance	3,000	
Carriage inwards	300	
Salaries	400	
Rent & taxes	900	
Sales		29,000
	51,800	51,800

Additional Information:

- Closing stock Rs.1200
- Outstanding rent & taxes Rs. 100
- Charge depreciation on Machinery @ 10% p.a.
- Wages prepaid Rs.400

- 17 From the following information calculate Current ratio, Quick ratio and write interpretation. L4 CO6 [8M]

Particulars	Rs.	Particulars	Rs.
Bills payable	45,000	Stock	2,50,000
Cash at bank	39,000	Sundry Debtors	1,00,000
Sundry creditors	1,00,000	Bills Receivable	10,000
Land	1,25,000	Buildings	2,50,000

OR

- 18 Define Ratio. Explain different Types of Ratios. L4 CO6 [8M]

-- 00 -- 00 --