

MANAGERIAL ECONOMICS & FINANCIAL ANALYSIS

(Information Technology)

Time: 3 hours

Max. Marks: 70

PART – A
(Compulsory Question)

- 1 Answer the following: (10 X 02 = 20 Marks)
- Write about Weblon effect.
 - Write short notes on Explicit cost.
 - Define Isoquant.
 - Write about Limit pricing.
 - Write short notes on Active partner.
 - Define the term of Fixed capital.
 - Write about Business cycle.
 - Define Quick ratio.
 - Write short notes on Double-entry book keeping.
 - Write about Nominal account.

PART – B
(Answer all five units, 5 X 10 = 50 Marks)**UNIT – I**

- 2 “Managerial economics is a discipline which deals with the applications of economic theory to business management” Discuss?

OR

- 3 Define elasticity of demand. Explain its types and significance.

UNIT – II

- 4 What are the economies of scale? Explain different types of internal and external economies of scale.

OR

- 5 What is meant by break even analysis? Explain graphical representation of B.E.P with limitations.

UNIT – III

- 6 Define market? Explain in brief about different market structures.

OR

- 7 What are the objectives behind starting public sector enterprises in the country? To what extent have they fulfilled these objectives?

UNIT – IV

- 8 What is the importance of capital? What factors determine the working capital requirements of a company.

OR

- 9 A company has two proposals each costing Rs. 9 Lakhs. The details are given below.

Years	Project-I	Project-II
1	3,00,000	6,00,000
2	5,00,000	4,00,000
3	6,00,000	3,00,000
4	2,00,000	2,00,000

The cost of capital is 10% per year. Which one will you choose under Net present value method?

UNIT – V

- 10 Define Accounting? How are accounts finalized at the end of an accounting period with the help of a trial balance? Illustrate.

OR

- 11 What is a trail balance? Briefly explain its role in double entry Book keeping.
