

Code: 9AHS401

R09

B.Tech II Year II Semester (R09) Supplementary Examinations December 2016

MANAGERIAL ECONOMICS & FINANCIAL ANALYSIS

(Common to EIE, E.Con.E & ECE)

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions
All questions carry equal marks

- 1 Define demand. Explain various factors that determine demand for a commodity.
- 2 What is demand forecasting? Explain various factors governing demand forecasting.
- 3 If selling price per unit Rs. 12, variable cost per unit Rs. 8 and fixed cost is Rs. 40,000. Find out:
 - (a) Break – even sales units and value.
 - (b) Profit when sales are Rs. 3,00,000.
 - (c) Margin of safety when sales are Rs. 3,50,000.
- 4 Define market. Explain how markets are classified.
- 5 Explain the features of sole trader form of organization. Discuss the merits and demerits of sole trader form of organization.
- 6 Explain the concept of capital budgeting and what is its practical utility.
- 7 Explain the following:
 - (a) Double – entry book keeping.
 - (b) Types of accounts.
 - (c) Journal.
- 8 Explain and illustrate the types and significance of:
 - (a) Liquidity ratios.
 - (b) Solvency ratios.
