

Code No: 09A50301

R09

Set No. 2

III B.Tech I Semester Examinations, December 2011

MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS

Common to ME, BME, IT, MECT, MEP, BT, AME, ICE, E.COMP.E, EIE

Time: 3 hours

Max Marks: 75

Answer any FIVE Questions

All Questions carry equal marks

1. What is business? Explain its characteristics. [15]
2. What is NPV? Discuss steps involved in computation of NPV. [15]
3. Estimate the sales for the year 2004–2005 [15]

1998	1999	2000	2001	2002	2003
50	60	65	72	79	75

4. What is production function? What is its role in the analysis of firm's production activities? [15]
5. Explain basic problems of economy. [15]
6. What is monopolistic competition? Explain its important features? [15]
7. Classify the ratios and explain uses of each group. [15]
8. Explain the objectives of accounting and its role in business. Also explain the uses of accounting. [15]

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Answer any FIVE Questions

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1. How price is determined under monopoly? Explain with suitable diagram? [15]

2. Define working capital? What are the factors affecting working capital? [15]

3. Calculate capital employed turn over ratio for the following information of a company: [15]

fixed assets	current assets	current liabilities	sales
Rs.2000000	Rs.1200000	Rs.700000	Rs.2550000

4. Define joint Hindu family business. Explain its merits and demerits? [15]

5. Explain the short run influences and the costs. [15]

6. What do you understand by double entry book keeping? [15]

7. Explain the concept of optimization in managerial economic. [15]

8. Explain reasons for inverse relationship between price of a commodity & quantity demanded of it? [15]

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1. Explain the procedure of balancing ledger accounts. [15]
2. Write short note on
 - (a) Time series
 - (b) Regression
 - (c) Accountability
 - (d) Test marketing. [15]
3. How is macro economics useful to managerial economics? Discuss. [15]
4. From the following information calculate following ratios
 - (a) Gross profit ratio,
 - (b) Current ratio,
 - (c) Stock turn over ratio.

Sales	2520000
Cost of sales	1920000
Net profit	360000
Opening stock	300000
Closing stock	500000
Other current assets	760000
Fixed assets	1440000
Net worth	1500000
Debts(long term)	900000
Current liabilities	600000

[15]

5. Working capital is the nerve centre of business. Explain. [15]
6. Define public enterprises. Explain the recent achievements of public enterprises. [15]
7. Explain why a firm cannot have Iso quants intersecting each other. How a return to scale is captured in an Iso quant map? [15]
8. In real life neither perfect competition nor monopoly situation are found. Discuss. [15]

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Set No. 3

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Max Marks: 75

Answer any FIVE Questions

All Questions carry equal marks

1. What do you mean by discounting of cash flows? [15]
2. Define breakeven point. Explain the rationale behind its decision. [15]
3. Write short note on:
 - (a) Substitutes
 - (b) Complementary goods
 - (c) Giffen goods. [15]
4. What is registration? Advantages & effects of non - registration. [15]
5. What is the impact of substitutes and complements on demand of a product? [15]
6. Explain briefly accounting concepts and conventions. [15]
7. Explain the meaning of the term analysis of financial statement. Who are interested in this analysis? [15]
8. Discuss the situation under which economic efficiency demands that the market structure be a monopoly. [15]
