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SIDDARTHA INSTITUTE OF SCIENCE AND TECHNOLOGY: PUTTUR
(AUTONOMOUS)

BTECH III Year II Semester Regular & Supplementary Examinations Jan/Feb 2022
MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS

(ELECTRONICS & COMMUNICATION ENGINEERING)

Time: 3 hours

Max. Marks: 60

(Answer all Five Units 5 x 12 = 60 Marks)

UNIT-I

- 1 a “Managerial economics is the integration of economic theory with business practice for the purpose of facilitating decision making and forward planning by Management”. Explain. L4 6M
- b Describe the exception of the Law of Demand. L1 6M
- OR**
- 2 a What is Elasticity of Demand? Explain different types of elasticity of demand? L2 6M
- b State the “Law of Demand”. What are the various factors that determine the demand for a Mobile Phone? L4 6M

UNIT-II

- 3 a Explain the Isoquants with diagram. L2 6M
- b Define production function. How can a producer find it useful? Illustrate. L2 6M
- OR**
- 4 a Explain about the following terms in short:
a) Cobb-Douglas Production Function. L2 6M
b) MRTS
- b What do you mean by Law of Return? Explain “Law of returns to scale”. L2 6M

UNIT-III

- 5 a Define market structure? L1 6M
- b How do you classify the market based on competition? L2 6M
- OR**
- 6 a Write a notes on new economic environment L1 6M
- b What are the different methods of pricing? L2 6M

UNIT-IV

- 7 a What is the importance of capital budgeting? L1 6M
- b The cost of a project is Rs.50,000 which has an expected life of 5 years. The cash inflows for next 5 years are Rs.24,000; Rs.26,000; Rs.20,000; Rs.17,000 and Rs.16,000 respectively. Determine the Payback period. L4 6M
- OR**
- 8 a Explain the major sources of Capital? L2 6M
- b The cost of project is Rs 50000 the annual cash inflow for the next 4 years are Rs 25000. What is the Payback period for the project? L4 6M

UNIT-V

- 9 a Write about various types of accounts and their rules governing each? L2 6M
b Write notes on journal with format? L1 6M

OR

- 10 a Explain briefly about various types of ratios? L2 6M
b Journalise the following transactions in the books of Ragavan.

2012, Jan 1 Ragavan commenced business with cash Rs.2,00,000
2 Purchased goods for cash Rs.20,000
3 Purchased goods from Mohan Rs.8,000
7 Paid into bank Rs.5,000
10 Purchased furniture Rs.2000
20 Sold goods to Suresh on credit Rs.5,000
25 Cash sales Rs. 3,500
26 Paid to Mohan on account Rs.3,000
31 Paid salaries Rs.2,800

L5 6M

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