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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 What is Managerial Economics? Explain the scope of Managerial Economics L2 6M
b Evaluate various methods of demand forecasting techniques. L3 6M

OR

- 2 a What do you mean by elasticity of demand? L1 6M
b State the different types of elasticity of demand L2 6M

UNIT-II

- 3 a Define Break even Analysis. What are the uses of Break-even analysis chart? L3 6M
b Elucidate the cost concepts used in the process of cost analysis. L4 6M

OR

- 4 A firm has declared the following details about its sales:
- | | Year 1 | Year 2 | | |
|--------------|----------|----------|----|-----|
| Sales (Rs.) | 1,40,000 | 1,60,000 | L5 | 12M |
| Profit (Rs.) | 15,000 | 20,000 | | |

(i) Calculate PV Ratio. (ii) Find out the firm's BEP (iii) How much should the company produce and sell to earn profit of Rs.40, 000?

UNIT-III

- 5 a Define market and market structures. L1 6M
b What is meant by perfect competition and its feature? L1 6M

OR

- 6 a Define oligopoly and features. L1 6M
b Write a short note on new economic environment? L2 6M

UNIT-IV

- 7 a What is capital? Elucidate the over and under capitalization. L3 6M
b What is meant by working capital and working capital cycle? L3 6M

OR

- 8 a The cost of the project is Rs.5, 00,000. Which has an expected life of five years? The cash inflow for the next five years are Rs.2,40,000, Rs.2,60,000, Rs.2,70,000, Rs 2,00,000 and Rs.1,60,000 respectively L4 6M
Determine payback period.

- b What do you understand by time value of money? L1 6M

UNIT-V

- 9 a What is meant by Ratio analysis? L1 6M
b Write about various types of accounts and their rules governing each account. L3 6M

OR

- 10 a Definition of accounting. Explain the concepts of accounting L2 6M
b Journalize the following transactions of Mr. Kavin and post them in the ledger and balance the same.

2020, June 1 kavin invested Rs.7,00,000 cash in the business

3 Paid into bank Rs.80,000

5 Purchased building for Rs.3,00,000

7 Purchase goods for Rs.70,000

L5 6M

10 Sold goods for Rs.80,000

15 Withdrew cash from bank Rs.10,000

25 Paid electric charges Rs.3,000

30 Paid salary Rs.15,000

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