Code: EC7T6

IV B.Tech - I Semester – Regular/Supplementary Examinations
March - 2021

MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS
(ELECTRONICS & COMMUNICATION ENGINEERING)

Duration: 3 hours   Max. Marks: 70

PART – A

Answer *all* the questions.   All questions carry equal marks

$$11 \times 2 = 22 \text{ M}$$

1.

a) What is opportunity cost?

b) What is Macro economics?

c) Brief the need of Time series Analysis.

d) Explain Delphi Method.

e) Distinguish between Fixed cost and Variable cost.

f) What do you mean by Estoppels' partner?

g) List the exceptions of law of demand.

h) Brief the journal proper.

i) What is suspense account?

j) Explain Profitability Ratio.

k) What is IRR?

PART – B

Answer any **_THREE_** questions. All questions carry equal marks.

$$3 \text{ x } 16 = 48 \text{ M}$$

2. a) What are the basic economic tools in Managerial Economics?   8 M

   b) Explain the determinants of Demand.   8 M

3. a) Define price elasticity of Demand. What are the factors that determine it?   8 M

   b) Narrate the different methods of Demand Forecasting. 8 M

4. a) What are the functions of production? Explain in detail.
   8 M

   b) Enumerate the different types of Joint Stock companies.
   8 M

5. a) Explain the types of Pricing Strategies.   8 M

   b) Write the proforma of Trial Balance.   8 M

6. a) From the given two projects, find out which project has maximum Net Present Value, where the market rate of return is 6%.   8 M
   i) Project A- yields Rs.500/- per year for two years.

ii) Project B- yields Rs.300/- today and Rs.400/- after two years.

b) Discuss in detail how a the liquidity and solvency ratios are useful in the financial statements.   8 M