

Code: EC7T6

IV B.Tech - I Semester – Regular Examinations – October - 2017

**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 x 2 = 22

1.

- a) What is law of Demand?
- b) Explain Delphi Method
- c) What do you mean by Equi-marginalism?
- d) Explain judgement approach.
- e) What are the limitations of BEP?
- f) List main documents in company formation.
- g) List any four kinds of partners.
- h) What is a ledger?
- i) What is liquidity ratio?
- j) Write the journal entry to the given transaction.
Goods worth Rs.10,000/- destroyed in transportation,
insurance company covered only 25%.
- k) What is ARR?

PART – B

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

3 x 16 = 48 M

2. a) Explain the process of Managerial Decision making. 8 M

b) Differentiate in detail the differences between Macro and Micro Economics. 8 M

3. a) What are the different types of Elasticity of Demand? 8 M

b) Brief the measurement of price elasticity of Demand. 8 M

4. a) Explain the merits and demerits of Sole proprietorship. 8 M

b) Describe the different cost concepts in detail. 8 M

5. a) Under what conditions is price discrimination is possible? Discuss. 8 M

b) Write the proforma of Trading, P&L Account and Balance Sheet. 8 M

6. a) Calculate the Internal Rate of Return on an investment yielding Rs.25,000/- after one year and costing Rs.20,000/-. Suppose instead that this investment yielded nothing in the first year and Rs.30,000/- after two years. What is the worth of its IRR? 8 M
- b) Explain different types of Ratios. 8 M