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SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)

B.Tech III Year II Semester Regular Examinations August-2022

MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS

(Electronics and Communication Engineering)

Time: 3 hours

Max. Marks: 60

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

UNIT-I

- 1 a What is Law of demand? Discuss the exceptions to the Law of demand. L1 6M
b Define Managerial Economics. Elucidate the scope of Managerial Economics. L1 6M

OR

- 2 a What is demand forecasting? Describe the factors governing demand forecasting. L2 6M
b What is Elasticity of demand? State the different types of Elasticity of demand. L1 6M

UNIT-II

- 3 a Explain Cobb-Douglas production function in detail. L2 6M
b What is Break Even Point? What are the uses of Break-Even analysis chart? L3 6M

OR

- 4 a Elucidate the cost concepts used in the process of cost analysis. L2 6M
b Explain the Laws of Returns with appropriate examples. L1 6M

UNIT-III

- 5 a "Globalization is a means of attaining international standard of living"-Discuss. L2 6M
b List out the features of monopolistic competition. L1 6M

OR

- 6 a Discuss the concept of "Economic Liberalization" in detail. L2 6M
b Explain the different methods of pricing in detail. L1 6M

UNIT-IV

- 7 a List out the sources of finance in detail. L2 6M
b Explain the Internal Rate of Return (IRR) technique of Capital Budgeting. L2 6M

OR

- 8 a Hari company has the following two investment alternatives and each requires Rs.10, 00,000 cash outlay. The expected cash inflows are as follows:

Year	Project1	Project 2
1	3,00,000	6,00,000
2	5,00,000	4,00,000
3	6,00,000	3,00,000

The cost of capital is 10% p.a. Evaluate both the projects using NPV Method.

- b Discuss the working capital operating cycle in detail. L2 6M

UNIT-V

- 9 a Elucidate the importance of Accounting. **L2 6M**
b List out the types of accounts and their rules governing each account. **L2 6M**

OR

- 10 a Journalize the following transactions in the book of Mr. Ramu 2010 **L6 6M**
June 1 Ramu invested Rs.5,00,000 cash in the business
3 Deposited cash into bank Rs.80,000
5 Purchased building for cash Rs.3,00,000
7 Purchased goods for Rs.70,000
10 Sold goods for cash Rs.80,000
15 Withdrawn cash from bank Rs.10,000
25 Paid electric charges Rs.3,000
30 Paid salary Rs.15,000
b Describe any two types Profitability ratios. **L4 6M**

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