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

B.Tech II Year II Semester Supplementary Examinations July-2021

MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS

(Electronics and Communication Engineering)

Time: 3 hours

Max. Marks: 60

**PART-A**

(Answer all the Questions 5 x 2 = 10 Marks)

- |   |   |                                               |    |
|---|---|-----------------------------------------------|----|
| 1 | a | Define Managerial Economics.                  | 2M |
|   | b | Define the law of demand.                     | 2M |
|   | c | Write a short note on MRTS.                   | 2M |
|   | d | What is Skimming pricing?                     | 2M |
|   | e | Write a short note on Internal Rate of Return | 2M |

**PART-B**

(Answer all Five Units 5 x 10 = 50 Marks)

**UNIT-I**

- |   |   |                                           |    |
|---|---|-------------------------------------------|----|
| 2 | a | Define the scope of Managerial Economics. | 5M |
|   | b | Write a note on Time Series Analysis.     | 5M |

**OR**

- |   |   |                                                  |    |
|---|---|--------------------------------------------------|----|
| 3 | a | Define the term "Demand".                        | 5M |
|   | b | List out and explain the determinants of demand? | 5M |

**UNIT-II**

- |   |   |                                     |    |
|---|---|-------------------------------------|----|
| 4 | a | Define Break-even point with graph. | 5M |
|   | b | Explain BEP the assumptions.        | 5M |

**OR**

- |   |   |                                                                                                                                                                               |    |
|---|---|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 5 | a | A firm has Fixed Cost of Rs 50000/-, selling price per unit is Rs.50/- and variable cost per unit is Rs. 30/-. Determine Break Even Point in terms of Volume and Sales Value. | 5M |
|   | b | calculate the Margin of safety considering that the actual production is 8000 units.                                                                                          | 5M |

**UNIT-III**

- |   |   |                                  |    |
|---|---|----------------------------------|----|
| 6 | a | What is market?                  | 5M |
|   | b | Explain the structure of market. | 5M |

**OR**

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|---|---|-------------------------------------------|----|
| 7 | a | What is Perfect Competition?              | 6M |
|   | b | Describe features of Perfect Competition. | 4M |

**UNIT-IV**

- |   |   |                                              |    |
|---|---|----------------------------------------------|----|
| 8 | a | What is the importance of Capital budgeting? | 6M |
|   | b | Explain limitations of Capital budgeting.    | 4M |

**OR**

- |   |   |                                                        |    |
|---|---|--------------------------------------------------------|----|
| 9 | a | Write a short note on Payback period.                  | 5M |
|   | b | Define working capital and draw working capital cycle. | 5M |

**UNIT-V**

- |    |   |                                        |    |
|----|---|----------------------------------------|----|
| 10 | a | Write a short note on Liquidity ratio. | 5M |
|    | b | Define Debt Collection Period.         | 5M |

**OR**

- |    |   |                                                       |    |
|----|---|-------------------------------------------------------|----|
| 11 | a | Write a short note on Journal and Ledger with format. | 5M |
|    | b | Write a short note on Activity ratio.                 | 5M |

\*\*\*END\*\*\*