

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

**B.Tech. IV Year I Semester Regular & Supplementary Examinations December-2024**  
**MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS**

(Common to ECE, EEE & ME)

**Time: 3 Hours**

**Max. Marks: 60**

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

**UNIT-I**

- 1 a Discuss in detail about the Nature of Managerial Economics. CO1 L1 6M  
b List out the contemporary practices of Managerial Economics. CO1 L2 6M

**OR**

- 2 a Explain the different Measurements of Elasticity of Demand. CO1 L2 6M  
b Brief out the different factors governing Demand Forecasting. CO1 L1 6M

**UNIT-II**

- 3 Write short notes on Isoquants its features, Iso cost, least cost combination of inputs and MRTS. CO2 L3 12M

**OR**

- 4 From the following information relating to Hi-Tech publishers, you are required to find out i) Break-even point in units. CO2 L4 12M  
ii) Margin of Safety.

	Year 1 (in Rs.)	Year 2 (in Rs.)
Sales	50,000	1,20,000
Fixed cost	10,000	20,000
Variable cost	30,000	60,000

**UNIT-III**

- 5 Brief out price-output determination in Short run and Long Run. CO3 L1 12M

**OR**

- 6 a Write a short note on pricing methods. CO3 L3 6M  
b Explain in detail about the different Pricing strategies. CO3 L2 6M

**UNIT-IV**

- 7 a List out and explain the various sources of Capital. CO4 L1 6M  
b What are the major determinants for estimating Working Capital? CO4 L1 6M

**OR**

- 8 a Write short notes on payback period. CO4 L3 6M  
b The cost of the project is Rs.10,00,000, which has an expected life of five years. The cash inflow for the next five years are Rs.3,20,000, Rs.3,80,000, Rs.3,00,000, Rs 3,00,000 and Rs.2,60,000 respectively Determine Pay Back period. CO4 L4 6M

**UNIT-V**

- 9 a Show the Format of Journal and Ledger. CO5 L1 6M  
b Write down the Proforma of Trial Balance. CO5 L3 6M

**OR**

- 10 a Write a Short note on Liquidity Ratios. CO5 L3 6M  
b A firm's sales during the year were Rs. 4, 00,000 of which 60 percent were on credit basis. The balance of debtors at the beginning and end of the year were 25,000 and 15, 000 respectively. Calculate debtor's turnover ratio of the firm, also find out Debt collection period. CO5 L4 6M

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