

R7

Code: R7 210505

B.Tech II Year I Semester (R07) Supplementary Examinations, May 2012

MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS

(Common to CSE, IT and CSS)

Time: 3 hours

Max Marks: 80

Answer any FIVE questions

All questions carry equal marks

- 1 Define managerial economics. Explain its nature and scope.
- 2 What is demand forecasting? Briefly explain various forecasting methods.
- 3 Define break-even point. Explain its importance and limitations.
- 4 Write the following:
 - (a) Important features of perfect competition market.
 - (b) Different pricing methods.
- 5 Describe the importance of public sector enterprises in India.
- 6 Define capital. Explain methods and sources of raising finance.
- 7 Journalize the following transactions and post them to ledger.
 - (i) Krishna invests Rs. 10,000 in cash.
 - (ii) He bought goods worth Rs. 2,000 from Shyam.
 - (iii) He bought a machine for Rs. 5000 from Ram on account.
 - (iv) He paid to Ram Rs. 2,000.
 - (v) He sold goods for cash Rs. 3,000.
 - (vi) He sold goods to 'A' on account Rs. 4,000.
 - (vii) He paid to Shyam Rs. 1,000.
 - (viii) Received Rs. 2,000 from 'A'.
- 8 Write a brief note on the importance of ratio analysis to different category of users.
