

R09

Code: 9AHS401

III B. Tech I Semester (R09) Supplementary Examinations, May 2012

MANAGERIAL ECONOMICS & FINANCIAL ANALYSIS

(Common to CE, BT, ME, EEE & ECC)

Time: 3 hours

Max Marks: 70

Answer any FIVE questions
All questions carry equal marks

- 1 What are the contributions and limitations of managerial economics to business managers?
- 2 How do you measure elasticity of demand? Illustrate graphically.
- 3 What is production function? How is it useful to the manufacturer?
- 4 How does an individual firm behave under perfect completion? Also explain the firm and industry equilibrium under perfect competition.
- 5 Discuss about the short-comings of the public sector enterprises in India and what is their future.
- 6 (a) What is the importance of capital?
 (b) What factors determine the working capital requirements of a company?
- 7 (a) What is 'Journal Entry' and describes its importance in account books?
 (b) Explain the basic accounting concepts and convention. Give examples.
- 8 What is meant by ratio analysis? Explain briefly various techniques of ratio analysis.
