

Code: R7220201

B.Tech II Year II Semester (R07) Supplementary Examinations December/January 2015/2016

MANAGERIAL ECONOMICS & FINANCIAL ANALYSIS

(Common to EEE, EIE & E.Con.E)

(For 2008 Regular admitted batch only)

Time: 3 hours

Max. Marks: 80

Answer any FIVE questions
All questions carry equal marks

- 1 Define managerial economics. Explain its role in decision making and forward planning.
- 2 What are the needs for demand forecasting? Explain various steps involved in forecasting demand for new products.
- 3 What do you understand by least-cost combination of inputs and how can it be achieved?
- 4 Define market. Explain the importance of time factor in price determination.
- 5 Explain the features of sole trader form of organization. Discuss its limitations and advantages.
- 6 What do you understand by working capital cycle? Explain its importance.
- 7 What is Book keeping? What are the advantages of double entry Book keeping?
- 8 Explain and illustrate the following and also their significance on decision making:
 - (a) Profitability ratios.
 - (b) Operating ratios.
