

SS**Code: 9AHS401**

B.Tech III Year I Semester (R09) Supplementary Examinations December 2015

MANAGERIAL ECONOMICS & FINANCIAL ANALYSIS

(Electronics and Communication Engineering)

Time: 3 hours

Max Marks: 70

Answer any FIVE questions

All questions carry equal marks

- 1 Answer the following:
 - (a) Define managerial economics and its nature
 - (b) Micro economics and macro economics.
- 2 Explain any four statistical methods of forecasting demand with examples.
- 3 What are economies of scale? Explain different types of internal and external economies of scale.
- 4 Define perfect competition market. Compare and contrast between perfect competition and monopoly.
- 5 Explain the features of a partnership. How can it overcome the limitations of sole trader form of business organization?
- 6 What is the importance of capital budgeting? Explain the basic steps involved in evaluating capital budgeting proposals.
- 7 Journalize the following transactions and prepare Ledger accounts in the books of Mr. A.V. Narayana.

2006, June, 1	Commenced business with cash worth Rs.80,000
5	Discount allowed worth Rs.5,000
8	Cash received from Swamy worth Rs.25,000
12	Rama Rao purchased goods worth Rs.6,000
15	Audit Fees worth Rs.2,000
18	Received interest from Narayana worth Rs.18,000
24	Bought goods from Prasad & Co. worth Rs.12,000
30	Printing & Stationary expenses worth Rs.4,000

- 8 What are the purpose and limitations of ratio analysis?
