

Code No: NR210401

NR

Set No. 2

II B.Tech I Semester Examinations, November 2010
MANAGERIAL ECONOMICS AND PRINCIPLES OF ACCOUNTANCY
Common to BME, IT, E.COMP.E, ETM, CSE, ECE

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. Explain the concepts and kinds of elasticity of demand that are relevant to the manager of a firm. [16]
2. Describe the institutions providing long term finances. [4×4=16]
3. Who are the users of financial statements of a business unit and explain how differently they interpret the financial data? [8+8]
4. What is the significance of demand analysis to the Manager of a business firm? [16]
5. Explain the features of sole trader form of organisation. Discuss the relative advantages and limitations of sole trader form of organization. [4+6+6]
6. If sales is 10,000 units and selling price is Rs.20 per unit, variable cost Rs.10 per unit and fixed cost is Rs.80,000 find out BEP in units and in sales revenue. What is profit earned? What should be the sales for earning a profit of Rs.60,000? [8+8]
7. Explain the following with reference to production function,
 - (a) Substitutability of factors
 - (b) Variable proportions of factors [8+8]
8. How an individual firm behaves under perfect competition. Also explain the firm and industry equilibrium under perfect competition. [8+8]

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