Code No: R21022   **R10**   SET - 1

II B. Tech I Semester Supplementary Examinations, Dec - 2015
MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS
(Com. to EEE, ME, ECE, EIE, CSE, IT, ECC, BME)

Time: 3 hours   Max. Marks: 75

Answer any **FIVE** questions
All questions carry **EQUAL** Marks
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1. a) What are the kinds of demand? Explain them with the help of diagrams   (8M)
   b) Explain the price elasticity of demand as a tool for price determination   (7M)

2. a) What are the accounting concepts?   (8M)
   b) Discuss the concept of accounting cycle.   (7M)

3. What is kinked demand curve? How does it help in explaining the price rigidity under oligopoly?   (15M)

4. Distinguish between Government Department and Public Corporation as institutions for managing state enterprises.   (15M)

5. a) Explain the Marris's model of managerial theory of firm   (9M)
   b) What are the limitations of Marris's model?   (6M)

6. a) Define Business cycle? What are the phases of Business cycle?   (7M)
   b) Explain the features of joint stock company   (8M)

7. What is BEP? Calculate the BEP in terms of (a) physical units (b) rupee sales value and (c) percentage of operating capacity from the following data: (15M)
   (i) Selling price per unit ------- Rs. 40
   (ii) Variable expenses per unit – Rs. 20
   (iii) Annual fixed cost -------------- Rs. 15,00,000/-
   (iv) Annual operating capacity ---- 20,00,000 units

8. Explain The Following Ratio's with their formulae.   (15M)
   (a) Current Ratio,   (b) EPS,
   (c) Debt- Equity Ratio,   (d) Inventory turnover Ratio,
   (e) Operating Ratio, and   (f) Quick Ratio