

Code No: 07A4HS01

**R07****Set No. 2**

**II B.Tech II Semester Examinations, APRIL 2011**  
**MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS**

**Common to BME, MECT, E.CONT.E, EIE, EEE**

Time: 3 hours

Max Marks: 80

**Answer any FIVE Questions**  
**All Questions carry equal marks**

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1. Explain the role of selling costs under monopolistic competition. [16]
2. Journalise the following transactions in the books of Bhavani Shankar: [16]

a.	Bhavani Shankar started business with a capital of Rs.15,000
b.	He purchased goods for cash Rs.400
c.	He paid into Bank Account Rs.8,000
d.	He sold goods for cash Rs.2,000
e.	He purchased goods on credit from y for Rs.10,000
f.	He sold goods to Rama on credit for Rs.3,000
g.	He paid rent Rs. 200 to the landlord.
h.	He paid salaries to the clerk Rs.400
i.	He issued a cheque for Rs. 4,000 to Y
j.	He withdraw from Bank for his personal use Rs.200

3. Define price elasticity of demand and distinguish between its various types. Discuss the role of price elasticity of demand in business decision. [16]
4. (a) What are Liquidity ratios? Explain their significance. [16]  
 (b) How Turnover ratios are relevant? [16]
5. What are the components of working capital? Explain each of them. [16]
6. 'Monopolistic competition is a blend of monopoly and competition' Explain. [16]
7. (a) Define Public Enterprises. Define its characteristics. [16]  
 (b) Which guidelines should be followed in selection of particular form of Business Organization? [16]
8. Define various types of demand curves and examine various reasons for shifts in the demand curve. [16]

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Code No: 07A4HS01

**R07****Set No. 4**

**II B.Tech II Semester Examinations, APRIL 2011**  
**MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS**

**Common to BME, MECT, E.CONT.E, EIE, EEE**

Time: 3 hours

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**All Questions carry equal marks**

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3. (a) What are Liquidity ratios? Explain their significance.  
 (b) How Turnover ratios are relevant? [16]
4. 'Monopolistic competition is a blend of monopoly and competition' Explain. [16]
5. Define various types of demand curves and examine various reasons for shifts in the demand curve. [16]
6. Define price elasticity of demand and distinguish between its various types. Discuss the role of price elasticity of demand in business decision. [16]
7. Explain the role of selling costs under monopolistic competition. [16]
8. (a) Define Public Enterprises. Define its characteristics.  
 (b) Which guidelines should be followed in selection of particular form of Business Organization? [16]

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**R07****Set No. 1**

**II B.Tech II Semester Examinations, APRIL 2011**  
**MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS**

Common to BME, MECT, E.CONT.E, EIE, EEE

Time: 3 hours

Max Marks: 80

**Answer any FIVE Questions**  
**All Questions carry equal marks**

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1. (a) Define Public Enterprises. Define its characteristics.  
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h.	He paid salaries to the clerk Rs.400
i.	He issued a cheque for Rs. 4,000 to Y
j.	He withdraw from Bank for his personal use Rs.200

6. 'Monopolistic competition is a blend of monopoly and competition' Explain. [16]
7. Define price elasticity of demand and distinguish between its various types. Discuss the role of price elasticity of demand in business decision. [16]
8. Define various types of demand curves and examine various reasons for shifts in the demand curve. [16]

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Code No: 07A4HS01

**R07****Set No. 3**

**II B.Tech II Semester Examinations, APRIL 2011**  
**MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS**

**Common to BME, MECT, E.CONT.E, EIE, EEE**

Time: 3 hours

Max Marks: 80

**Answer any FIVE Questions**  
**All Questions carry equal marks**

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1. (a) What are Liquidity ratios? Explain their significance.  
 (b) How Turnover ratios are relevant? [16]
2. (a) Define Public Enterprises. Define its characteristics.  
 (b) Which guidelines should be followed in selection of particular form of Business Organization? [16]
3. Explain the role of selling costs under monopolistic competition. [16]
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8. What are the components of working capital? Explain each of them. [16]

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