Code No: **R1641054** **R16** **Set No. 1**

IV B.Tech I Semester Supplementary Examinations, February- 2020
MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS
(Computer Science and Engineering and Information Technology)

Time: 3 hours **Max. Marks: 70**

Question paper consists of Part-A and Part-B
Answer ALL sub questions from Part-A
Answer any FOUR questions from Part-B
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PART–A ***(14 Marks)***

1.	a)	What is managerial economics?	[2]
	b)	What is Isoquants?	[3]
	c)	Explain about Skimming pricing.	[3]
	d)	Explain the concept of Public enterprises.	[2]
	e)	Write a short note on Double entry system	[2]
	f)	Write the advantages of NPV.	[2]

PART–B ***(4x14 = 56 Marks)***

2.	a)	Define law of demand. What are its exceptions? Explain.	[7]
	b)	Write about the concept of supply and explain law of supply.	[7]
3.	a)	Explain how Cost-Output relationship helps the entrepreneurs in expansion decisions.	[7]
	b)	A company budgeted output is 90000 units fixed expenses is Rs.450000/-; variable expenses per unit is Rs.12/- and selling price per unit is Rs.25/- calculate BEP.	[7]
4.	a)	Define pricing and explain the different pricing methods.	[7]
	b)	Explain about the features of Oligopoly.	[7]
5.	a)	Explain the phases of business cycle and explain the strategies to follow in each state.	[7]
	b)	Explain the forms of business organizations.	[7]
6.	a)	What is financial statement analysis and explain its objectives?	[7]
	b)	Ram & Co Total sales is Rs.8,00,000 ; selling and administration expenses Rs.2,00,000 and sales returns Rs.50,000 calculate gross profit ratio and net profit ratio and comment on it.	[7]
7.	a)	Explain the methods of appraising project profitability.	[7]
	b)	An investment opportunity initial outlay is Rs.3,20,000/- and annual cash inflows after tax Rs.90,000 for a period of five years. Calculate payback period.	[7]

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