Code: 15A52301

R15

B.Tech II Year I Semester (R15) Regular & Supplementary Examinations November/December 2017
MANAGERIAL ECONOMICS & FINANCIAL ANALYSIS
(Common to CSE, ME & IT)

Time: 3 hours

Max. Marks: 70

PART – A
(Compulsory Question)
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1   Answer the following: (10 X 02 = 20 Marks)
   (a) Give the definition of managerial economics.
   (b) What is law of demand?
   (c) What are isoquants?
   (d) Define Breakeven point.
   (e) When do you call competition as Perfect competition?
   (f) Give the features of proprietorship.
   (g) Define financial accounting.
   (h) List out the advantages of trading account.
   (i) What is time value of money?
   (j) What are the various types of capital?

PART – B
(Answer all five units, 5 X 10 = 50 Marks)
UNIT – I

2   Discuss the nature and scope of managerial economics.

OR

3   Why is demand analysis essential for successful production planning and capital expansion?

UNIT – II

4   Explain the concept of production function and discuss the production function of Cobb-Douglas type.

OR

5   Explain the significance, advantages and limitations of break even analysis.

UNIT – III

6   Why is oligopoly? Explain how price and output decisions are taken under conditions of oligopoly.

OR

7   Explain the method of cost-plus pricing. Also state the strengths and weaknesses of traditional pricing theory.

UNIT – IV

8   What are financial statements? Explain each statement with standard proforma and its significance with a simple illustration.

OR

9   Discuss various types of ratios, advantages and limitations of ratio analysis.

UNIT – V

10   Critically evaluate the different methods of appraising an investment decision.

OR

11   Explain the reasons for NPV and IRR giving conflicting results. Which of the two methods should be preferred in such a case? Discuss.

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