

Code No: P18MBO02

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)

III B.TECH I SEMESTER END REGULAR EXAMINATIONS, JAN/FEB - 2022
MANAGERIAL ECONOMICS AND FINANCIAL ANALYSIS
(CSE Branch)

Time: 3 hours

Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Answer all the questions in Part-A (5X2=10M)

Q.No.	Questions	Marks	CO	KL
1.	a) List demand determinants for a product?	[2M]	1	1
	b) Differentiate between explicit and implicit cost?	[2M]	2	2
	c) What is market skimming?	[2M]	3	1
	d) Write about double entry system of accounting	[2M]	4	1
	e) List the methods for appraising project profitability?	[2M]	5	1

PART-B

Answer One Question from each UNIT (5X10=50M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
2.	a) Explain its nature and scope of Managerial Economics?	[5M]	1	2
	b) Evaluate survey-based demand forecasting methods with appropriate examples?	[5M]	1	2
OR				
3.	a) Define Managerial Economics. Illustrate how it helps in solving managerial problems?	[5M]	1	1
	b) Write about types of Elasticity of demand?	[5M]	1	1
UNIT-II				
4.	a) Explain the laws of returns with examples?	[5M]	2	2
	b) Draw Break Even chart?	[5M]	2	1
OR				
5.	a) Discuss about various cost concepts?	[5M]	2	6
	b) A company making single product has the following sales and net profit for the two half of financial year. Find breakeven point of production and the margin of safety?	[5M]	2	2
UNIT-III				
6.	a) Explain any four methods of pricing strategy?	[5M]	3	2
	b) Compare Monopoly and perfect competition?	[5M]	3	2
OR				
7.	a) Define a Joint stock company? Explain its features?	[5M]	3	1
	b) Define Market, Explain its classifications?	[5M]	3	1
UNIT-IV				



8.	a)	Explain various types of accounts and its rules?	[5M]	4	2												
	b)	Differentiate between profit and loss account and Balance sheet?	[5M]	4	1												
OR																	
9.	a)	What do you mean by final accounts? Briefly explain its constituents?	[5M]	4	1												
	b)	Discuss about GST and various slab rates in GST?	[5M]	4	6												
UNIT-V																	
10.	a)	Explain the importance of capital budgeting?	[5M]	5	1												
	b)	Discuss the Discounted Cash flow methods?	[5M]	5	6												
OR																	
11.	a)	<p>A project requires an initial investment of Rs. 2,00,000 with an useful life of 5 years. The projected cash inflows after tax(CFAT) are as follows</p> <table border="1" style="margin-left: 40px;"> <thead> <tr> <th>Year</th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> </tr> </thead> <tbody> <tr> <td>CFAT</td> <td>80,000</td> <td>60,000</td> <td>50,000</td> <td>40,000</td> <td>30,000</td> </tr> </tbody> </table> <p>Calculate NPV of a project at 10% cost of capital?</p>	Year	1	2	3	4	5	CFAT	80,000	60,000	50,000	40,000	30,000	[5M]	5	3
Year	1	2	3	4	5												
CFAT	80,000	60,000	50,000	40,000	30,000												
	b)	Discuss about methods of project appraisal?	[5M]	5	6												
