Code No: P18MBO02

HALL TICKET NUMBER

PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE
(AUTONOMOUS)
III B.TECH I SEMESTER END SUPPLEMENTARY EXAMINATIONS, MARCH/APRIL - 2023
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)	Definition of Managerial Economics	[2M]	1	
	b)	Total cost Vs opportunity cost	[2M]	2	
	c)	Examples for market skimming pricing?	[2M]	3	
	d)	Write about subsidiary books?	[2M]	4	
	e)	Differentiate between NPV Vs IRR	[2M]	5	

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

Q.No.		Questions	Marks	CO	KL
		UNIT-I			
2.	a)	Define Law of demand. What are its exceptions?	[5M]	1	
	b)	Write about Demand schedule with examples?	[5M]	1	
		OR			
3.	a)	Explain about significance of elasticity of demand?	[5M]	1	
	b)	Determinants of the Law of demand?	[5M]	1	
		UNIT-II			
4.	a)	Write about Cobb Douglas Production function?	[5M]	2	
	b)	Draw Break even chart? Explain its significance?	[5M]	2	
		OR			
5.	a)	Define cost. Explain any four different cost concepts?	[5M]	2	
	b)	If Sales Rs.1,00,000/- , Profit Rs. 10,000/-, Variable cost 50% of Sales, Find out (i) pv ratio, (ii) fixed cost , (iii) Break even sales.	[5M]	2	
		UNIT-III			
6.	a)	Price output determination in Perfect competition under short run?	[5M]	3	
	b)	Discuss the factors affecting the choice of form of business organization?	[5M]	3	
		OR			
7.	a)	What is a market? Explain, in brief, the different market structures?	[5M]	3	
	b)	Explain the concept and features of business cycles?	[5M]	3	
		UNIT-IV			
8.	a)	What do you understand by Double entry system of accounting? Write its advantages?	[5M]	4	
	b)	Explain importance of Ratio analysis	[5M]	4	
		OR			
9.	a)	Discuss about GST and various slab rates in GST?	[5M]	4	
	b)	What are solvency ratios? Discuss their significance?	[5M]	4	
		UNIT-V			

10.	a)	What is a capital? Meaning of capital Budgeting?	[5M]	5	
	b)	Discuss about methods of project appraisal?	[5M]	5	
		OR			
11.	a)	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.	[5M]	5	

Year	1	2	3	4	5
CFAT	80,000	60,000	50,000	40,000	30,000

		Calculate NPV of a project at 10% cost of capital?			
	b)	Importance of Time value of Money?	[5M]	5	

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