

**2005 JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY****I I B.TECH I SEMESTER SUPPLEMENTARY EXAMINATIONS  
MANAGERAL ECONOMICS & PRINCIPLES OF ACCOUNTANCY**

(CIVIL ENGINEERING,ELECTRONIC &amp; COMMUNICATION ENGINEERING,INFORMATION TECHNOLOGY)

APRIL/MAY 2005TIME 3 HOURS  
MARKS: 80

---

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

1. Discuss the functions and responsibilities of Managerial Economist.
2. Explain the factors which are involved in demand forecasting.
3. Explain the nature and managerial use of production function.
4. Discuss briefly different cost concepts relevant to managerial decision making.
5. Illustrate how price discrimination is done under world market and home markets.
6. Explain the significance and utility of ratio analysis.
7. The income statement of a concern are given for the year ending 31st December 2002 and 2003. Rearrange the figures in a comparative form and study the profitability position of the concern.

Particulars 2002 Rs(000) 2003 Rs(000)  
 Net sales 785 900  
 Cost of goods sold 450 500

Operating Expenses:

General and Administrative Exp 70 72

Selling Expenses 80 90

Non-Operating Expenses:

Interest Paid 25 30

Income-Tax 70 80

8. Calculate liquidity ratios from the following information and comment on them: Liabilities Assets  
 Equity Share Capital 600000 Goodwill 100000

7% Debentures 350000 Land and Building 230000

Long term debts 200000 Plant and Machinery 300000

Bank overdraft 75000 Trade Investments 300000

Sundry creditors 60000 Sundry debtors 150000

Bills payable 30000 Bills receivables 40000

Liability for Tax 20000 Cash in hand 50000

Cash at bank 60000

Stock 100000

Pre-paid rent 5000 13,35,000 13,35,000