

**2005 JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY**

III B.TECH I SEMESTER REGULAR EXAMINATIONS

**MANAGERAL ECONOMICS AND FINANCIAL ANALYSIS**

(BIO-TECHNOLOGY AND PRODUCTION ENGINEERING AND MECHANICAL ENGINEERING AND CIVIL ENGINEERING)

NOVEMBER 2005

TIME: 3 HOUR  
MARK: 80

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**ANSWER ANY FIVE QUESTIONS ALL QUESTIONS CARRY EQUAL MARKS**

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1. (a) Explain the various factors that influence the demand for a computer.  
(b) What is cross elasticity of Demand? Explain.
  2. Explain and illustrate Laws of Returns.
  3. Explain the utility of Break-Even Analysis in managerial decision-making.
  4. Compare and contrast between perfect competition and monopoly.
  5. Discuss the factors that help in choosing a suitable form of Business Organization in private, and public sector.
  6. What are the merits and limitations of Pay Back period? How does Discounting approach overcome the limitations of Pay back method?
  7. What do you understand by Double Entry Book Keeping? What are its advantages?
  8. What are the limitations of Ratio Analysis? Does ratio analysis really measure the financial performance of a company?
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