

CODE NO: RR 220201

2006 JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY

**II B.TECH IISEMESTER REGULAR EXAMINATIONS
MANAGERAL ECONOMICS AND FINANCIAL ANALYSIS
(CSE,ECE,EEE.IT,BIO E)**

APRIL/MAY 2006

TIME:3 HOUR
MARK:80

ANSWER ANY FIVE QUESTIONS ALL QUESTIONS CARRY EQUAL MARKS

1. (a) Explain the various factors that influence the demand for a computer.
(b) What is cross elasticity of Demand? Explain.
2. Explain the following with reference to production function,
(a) Marginal rate of Technical substitution
(b) Variable proportions of factors.
3. How do you determine BEP in terms of physical units and sales value? Explain the concepts of margin of safety and the angle of incidence. Illustrate through a breakeven chart.
4. Define Monopoly. How is it further classified? How is price determined under Monopoly ?
5. What do you understand by Joint Stock Company? What are its salient features?
6. (a) Describe the institutions providing long term finance.
(b) What are the different market situations in imperfect competition?
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?