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Question Paper Code : 52917

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2017
Fifth/Seventh Semester
Computer Science and Engineering
MG 2452 – ENGINEERING ECONOMICS AND FINANCIAL ACCOUNTING
(Common to Information Technology)
(Regulations 2008)

Time : Three Hours
Maximum : 100 Marks

Answer ALL questions.

PART – A
(10×2=20 Marks)

1. Define managerial economics.

2. What are the various types of price elasticity ?

3. What are giffen goods ?

4. Mention any two uses of production function.

5. What are isoquants ?

6. Write the difference between explicit and implicit costs.

7. List out any four methods of pricing.

8. What is price discrimination ?

9. What is meant by balance sheet ?

10. Write down the advantages and disadvantages of IRR method.

PART – B (5×16=80 Marks)

11. a) i) Explain the objectives of the firm. (8)

    ii) Write short notes on programmed and non-programmed decisions. (8)

             (OR)

   b) Explain the relationship of managerial economics with other discipline.

12. a) Explain the different types of demand.

             (OR)

   b) Explain various techniques of demand forecasting.

13. a) Briefly discuss the concept returns to scale, increasing and decreasing returns to scale.

             (OR)

   b) Explain briefly the various types of costs with suitable examples.

14. a) Explain how the price is determined in perfect competition.

             (OR)

   b) What are the pricing policies prevailing in practice ? Explain them.

15. a) Explain the advantages and disadvantages of financial ratios.

             (OR)

   b) Explain briefly the various capital budgeting techniques used for making investment decisions.