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Question Paper Code : X 60920

B.E./B.Tech. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2020

Seventh Semester

Computer Science and Engineering

MG 2452/MG 52/10177 GE 007 – ENGINEERING ECONOMICS AND
FINANCIAL ACCOUNTING

(Common to Fifth Semester Information Technology)

(Regulations 2008/2010)

Time : Three Hours

Maximum : 100 Marks

Answer ALL questions

PART – A

(10×2=20 Marks)

1. Define Managerial Economics.
2. List the main phases of decision making.
3. What are all the major demand determinants ?
4. State the law of supply.
5. What is Isoquants ?
6. Explain production function.
7. Mention any two objectives of pricing.
8. What is the role of government in pricing control ?
9. What are financial statements ?
10. What is “Net present value” of an investment proposal ?

PART – B

(5×16=80 Marks)

11. a) Discuss the scope of managerial economics. (16)

(OR)

- b) Explain how managerial economics is related to economics, statistics, maths and accounting. (16)



12. a) List the methods used for forecasting demand. Describe about it. **(16)**
(OR)
b) Mention the factors affecting supply. Explain about it. **(16)**
13. a) Explain the various managerial uses of production function. **(16)**
(OR)
b) Discuss the cost output relationship in the short run and long run. **(16)**
14. a) i) What is price discrimination ? When it is possible ? Explain. **(12)**
ii) What do you understand by Administered pricing mechanism ? **(4)**
(OR)
b) i) What are the basic objectives of pricing ? Also explain various determinants of price. **(10)**
ii) Write on 'Subsides, Incentive and Cess'. **(6)**
15. a) What is ratio analysis ? Discuss profitability ratios and turnover ratios with examples. **(16)**
(OR)
b) Describe the net present value method of ranking alternative investment proposals. **(16)**
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