

III B.Tech I Semester Supplementary Examinations, May 2005
MANAGERIAL ECONOMICS AND PRINCIPLES OF ACCOUNTANCY
(Common to Civil Engineering, Mechanical Engineering, Chemical
Engineering, Mechatronics, Computer Science & Systems Engineering,
Metallurgy & Material Technology and Production Engineering)
Time: 3 hours **Max Marks: 80**

Answer any FIVE Questions
All Questions carry equal marks

1. What is managerial economics? Explain its focus areas?
2. Discuss the utility of demand forecasting. What are the criteria of a good forecasting method?
3. Explain the following with reference to production function,
 - (a) Substitutability of factors
 - (b) Variable proportions of factors
4. Explain the nature of Break-Even Analysis and point out its assumptions.
5. What are the components of working capital? Explain each of them.
6. Compare and contrast between perfect competition and monopoly.
7. Define a Public Enterprise? Discuss the need for Public Enterprises in India.
8. Who are the users of financial statements of a business unit and explain how differently they interpret the financial data?
