



B.E DEGREE EXAMINATIONS: APRIL / MAY 2023

(Regulation 2018)

Sixth Semester

ELECTRONICS AND COMMUNICATION ENGINEERING

U18ECE0065: Engineering Economics and Financial Management

COURSE OUTCOMES

- CO1:** Evaluate the economic theories, Cost concepts and pricing policies
CO2: Analyze the market structures and integration concepts
CO3: Apply the concepts of national income and understand the functions of banks and concepts of globalization
CO4: Apply the concepts of financial management for project appraisal and working capital management
CO5: Understand accounting systems
CO6: Analyze financial statements using ratio analysis

Time: Three Hours

Maximum Marks: 100

**Answer all the Questions:-
PART A (10 x 2 = 20 Marks)
(Answer not more than 40 words)**

- | | | |
|--|-----|-------------------|
| 1. With suitable expression explain the concept of Elasticity of Demand. | CO1 | [K ₂] |
| 2. Summarize the points between sunk cost and incremental cost. | CO1 | [K ₂] |
| 3. List out the factors that affects the size and extend of a market. | CO2 | [K ₁] |
| 4. Outline the motives behind diversification. | CO2 | [K ₂] |
| 5. How is Net National Product at Market Price is evaluated? | CO3 | [K ₁] |
| 6. Categorize the main 5 expenditures as per economics. | CO3 | [K ₂] |
| 7. Discuss on the 2 major scopes involved in Financial Management. | CO4 | [K ₁] |
| 8. Explain on the need for Financial Accounting. | CO5 | [K ₃] |
| 9. List down the 3 elements involved in Profitability Analysis. | CO5 | [K ₁] |
| 10. Recall the expressions for Earnings per share and Dividends per share. | CO6 | [K ₁] |

Answer any FIVE Questions:-
PART B (5 x 16 = 80 Marks)
(Answer not more than 400 words)

- | | | | | | |
|-----|----|--|----|-----|-------------------|
| 11. | a) | With suitable mathematical expression explain in detail about Break Even point and its limitations. | 10 | CO1 | [K ₂] |
| | b) | What do you infer from the term CVP Analysis? | 6 | CO1 | [K ₁] |
| 12. | a) | Explain Horizontal Integration with suitable examples. | 10 | CO2 | [K ₂] |
| | b) | When and where does actual diversification occur, Justify? | 6 | CO2 | [K ₁] |
| 13. | a) | Discuss on the how Inflation and Deflation affects the economy of a country. Classify Inflation, also list the merits and demerits of Inflation and Deflation. | 16 | CO3 | [K ₂] |
| 14. | a) | Expand the term “SEEFAC” in project appraisal aspect. Explain the preliminary steps and limitations involved in project appraisal. | 10 | CO4 | [K ₂] |
| | b) | What do you infer from the term working capital? | 6 | CO4 | [K ₁] |
| 15. | a) | Explain the concepts behind a general ledger with suitable working example. | 10 | CO5 | [K ₂] |
| | b) | List down the steps involved in preparing a Trial Balance sheet. | 6 | CO5 | [K ₁] |
| 16. | a) | Explain in detail about the concepts of short-term solvency ratios. | 8 | CO6 | [K ₂] |
| | b) | Explain in detail about the concepts of Activity ratio. | 8 | CO6 | [K ₂] |
