



**B.E/B.TECH DEGREE EXAMINATIONS: APRIL /MAY 2024**

(Regulation 2018)

Seventh 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)**

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|--|-----|-------------------|
| 1. List down the various pricing methods                     | CO1 | [K <sub>2</sub> ] |
| 2. Explain: Contribution and margin of safety                | CO1 | [K <sub>2</sub> ] |
| 3. Outline the different type of markets                     | CO2 | [K <sub>2</sub> ] |
| 4. Discuss the term: Merger                                  | CO2 | [K <sub>2</sub> ] |
| 5. Define National Income                                    | CO3 | [K <sub>2</sub> ] |
| 6. Spell about value of money                                | CO3 | [K <sub>2</sub> ] |
| 7. List down the methods of appraising project profitability | CO4 | [K <sub>2</sub> ] |
| 8. Compare Debentures and Shares                             | CO4 | [K <sub>2</sub> ] |
| 9. Spell out the type of accounting systems                  | CO5 | [K <sub>2</sub> ] |
| 10. Summarize the type of journal entries                    | CO6 | [K <sub>2</sub> ] |

**Answer any FIVE Questions: -**

**PART B (5 x 16 = 80 Marks)**

**(Answer not more than 400 words)**

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|---|---|-----|-------------------|
| 11. a) Illustrate the different Elements of cost        | 8 | CO1 | [K <sub>3</sub> ] |
| b) Discuss breakeven in a graphical or mathematical way | 8 | CO1 | [K <sub>3</sub> ] |

12.	a)	Identify and discuss the different types of partners and about the formation of partnership	12	CO2	[K <sub>3</sub> ]
	b)	Explain about types of different market structures	4	CO2	[K <sub>3</sub> ]
13.	a)	Demonstrate the type of bank and its benefits	8	CO3	[K <sub>3</sub> ]
	b)	Discuss and compare about Globalization, Liberalization	8	CO3	[K <sub>3</sub> ]
14.	a)	List down the different type of financial institutions and discuss	8	CO4	[K <sub>3</sub> ]
	b)	Explain the Factors affecting working capital requirements	8	CO4	[K <sub>3</sub> ]
15.		Make use of the concept “Accounting cycle ” and discuss the various terms involved in it.	16	CO5	[K <sub>3</sub> ]
16.		Experiment with Major categories / types of Financial Ratio Analysis	16	CO6	[K <sub>3</sub> ]

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