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Question Paper Code : 31604

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2013.

Seventh Semester

Computer Science and Engineering

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

(Common to Fifth Semester Information Technology)

(Regulation 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. Mention the types of demand.
4. Define Elasticity of Supply.
5. Mention any two managerial uses of production function.
6. Write the types of cost.
7. List the determinants of price.
8. What is the role of Government in pricing control?
9. What is meant by 'balance sheet'?
10. Define risk.

PART B — (5 × 16 = 80 marks)

11. (a) Explain the relationship of managerial economics with other disciplines. (16)
- Or
- (b) (i) What are the uses of managerial economics? (8)
(ii) Write short notes on firms. (8)
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 about the 'laws of returns to scale' with an suitable illustrate. (16)
- Or
- (b) Describe about short run cost curve and long run cost curve. (16)
14. (a) List the pricing methods in practice. Elaborate on them. (16)
- Or
- (b) Explain about pricing under perfect competition. (16)
15. (a) (i) Give the format of profit and loss account. (8)
(ii) Differentiate cash flow analysis and fund flow analysis. (8)
- Or
- (b) (i) What are the criteria for evaluating proposals to minimize risk? (8)
(ii) What are the merits and uses of payback period method? (8)