Question Paper Code : 11557

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2012.

Seventh Semester

Computer Science and Engineering

MG 2452/MG 52 – ENGINEERING ECONOMICS AND FINANCIAL ACCOUNTING

(Common to Fifth Semester Information Technology)

(Regulation 2008)

Time : Three hours   Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Mention any two objectives of a firm.

2. Distinguish between Firm and Industry.

3. What is meant by domestic and industrial demand?

4. State supply function.

5. Define Isoquants.

6. Differentiate between historical and replacement cost.

7. What is monopoly market?

8. List out any two demand based pricing (Strategy based pricing).

9. What are the objectives of ratio analysis?

10. Why investment decisions are important?

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the principles of economics which help in effective managerial decision making.   (16)

Or

    (b) Explain the different forms of ownership and its significance in the success of an organization.   (16)

12. (a) (i) What are the determinants of demand? Explain. (10)

      (ii) Distinguish between income elasticity of demand and cross elasticity of demand. (6)

Or

    (b) What is demand forecasting? Explain various forecasting techniques. (16)

13. (a) Define production function. Explain the concept of returns to scale and distinguish among increasing returns to scale, constant return to scale and decreasing returns to scale. (16)

Or

    (b) (i) Explain the concept of cost output relationship in the short and long run. (10)

      (ii) Bring out clearly the relationship between TR, MR, and AR. (6)

14. (a) Explain the different pricing methods. (16)

Or

    (b) (i) Explain the term price discrimination. (4)

      (ii) How is price determined in a discriminating monopoly? (12)

15. (a) Discuss the application of ratio analysis in the interpretation of working capital management. (16)

Or

    (b) Explain the methods of appraising project profitability. (16)

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