**MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)**

**II B.Tech–IISem (MR18)**

**I Mid Examination Subjective Question Bank April/May-2021**

**Subject: Engineering Economics and Accountancy Branch: IT**

**Subject Code: 80H04**

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| **Module –I** |
| **Q.No.** | **Questions** | **Bloom’s Taxonomy Level** | **CO** |
| **1** |  Explain the different forms of Business environment & discuss the factors effecting the business organization. | Understanding   |   I |
| **OR** |
| **2** | Explain Partnership and its features. Evaluate it as against sole proprietorship. | Understanding   |  I |
| **3** | Explain Nature and Scope of managerial economics with its importance.  | Understanding.  |  I |
| **OR** |
| **4** |  Define Demand and explain the factors that influence the demand of a product.  | Understanding  | I |
| **5** |   Define the law of demand. Explain the exceptions to law of demand. | Understanding | I |
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| **OR**  |  |
| **6** |  Explain Elasticity of demand? How do you measure it? | Evaluating | I |  |
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| **7** | Explain Demand forecasting, What are features governing demand forecasting. | Evaluating | I |  |
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| **OR** |  |
| **8** |  Evaluate survey based demand forecasting methods with appropriate examples. | Evaluating | I |  |
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| **Module II** |  |  |
| **1** | Discuss production Function with one input variable  |  Creating | II |  |
| **OR** |  |
| **2** |  Discuss ISOQUANTS and ISOCOSTS and their features  | Creating | II |  |
| **3** | Explain Cobb-Douglas production function.  |  Analyzing | II |  |
| **OR** |  |
| **4** | Explain Returns to Scale and Return to factors. | Understanding  |  II |  |
| **5** | Explain the different cost concepts used in the process of cost analysis | Understanding   |  II |  |
| **OR** |  |
| **6** |  Illustrate BEP with graphical representation | Understanding |  II |  |
| **7** |  State the assumptions in Break – even analysis |   Evaluating  |  II |  |
| **OR** |  |
| **8** | Explain how the short-run and long-run influence the costs. |  Evaluating  | II |  |
| **Module III** |  |
| **1** | Differentiate between perfect and imperfect markets. |  Understanding |   III |  |
| **OR** |  |
| **2** | Explain the kinked demand theory |   Understanding | III |  |
| **3** | Compare between monopoly and perfect competition. |   Analyzing | III |  |
| **OR** |  |
| **4** |  Discuss the oligopoly and its features | Creating  | III |  |

**Signature of the Faculty Signature of HOD**