**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**