Techno India NJR Institute of Technology

Course File

Managerial Economics and Financial Accounting

(4CE1- 03)

Session 2022-23

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(Assistant Professor)

Department of Computer Science

And Engineering

RAJASTHAN TECHNICAL UNIVERSITY, KOTA
SYLLABUS
II Year - IV Semester: B.Tech. (Electronics & Communication Engineering)

4EC1-03/3EC1-03: Managerial Economics And Financial Accounting

2 Credit   Max. Marks: 100 (IA:20, ETE:80)

2L:0T:0P   End Term Exam: 2 Hours

SN	Contents	Hours
1	Introduction: Objective, scope and outcome of the course.	1
2	**Basic economic concepts:** Meaning, nature and scope of economics, deductive vs inductive methods, static and dynamics, Economic problems: scarcity and choice, circular flow of economic activity, national income-concepts and measurement.	3
3	**Demand and Supply analysis:** Demand-types of demand, determinants of demand, demand function, elasticity of demand, demand forecasting –purpose, determinants and methods, Supply-determinants of supply, supply function, elasticity of supply.	5
4	**Production and Cost analysis:** Theory of production- production function, law of variable proportions, laws of returns to scale, production optimization, least cost combination of inputs, isoquants. Cost concepts-explicit and implicit cost, fixed and variable cost, opportunity cost, sunk costs, cost function, cost curves, cost and output decisions, cost estimation.	5
5	**Market structure and pricing theory:** Perfect competition, Monopoly, Monopolistic competition, Oligopoly.	4
6	**Financial statement analysis:** Balance sheet and related concepts, profit and loss statement and related concepts, financial ratio analysis, cash-flow analysis, funds-flow analysis, comparative financial statement, analysis and interpretation of financial statements, capital budgeting techniques.	8
	Total	26

Course Overview:

To integrate the basic concepts of economics with the tools of mathematics and statistics in order to analyze and make optimal business decisions. To Understand the roles of managers in firms, Understand the internal and external decisions to be made by managers, Analyze the demand and supply conditions and assess the position of a company, Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets, Analyze real-world business problems with a systematic theoretical framework., Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.

Course Outcomes:

CO. NO.	Cognitive Level	Course Outcome
1	Synthesis	Understanding the basic concepts of managerial economics.
2	Synthesis	Understanding the economic goals of the firms and optimal Decision making.
3	Synthesis	Basic concepts of Demand, Supply and Equilibrium and their Determinants. • Analyzing the effect of these factors on market dynamics.
4	Synthesis	Understanding and estimating production function. • Law of DMR and three stages of production. • Isoquant and Isocost and finding out optimal combinations of inputs.
5	Synthesis	Pricing and output decisions of monopolistic and oligopoly Firm. • Effect of non-price factors on products and services of monopolistic and oligopoly firms
6	Synthesis	To understand the banking concepts

Course Outcome Mapping with Program Outcome:

Course Outcome	Program Outcomes (PO's)											
CO. NO.	Domain Specific (PSO)					Domain Independent (PO)						
Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	1	1	1	1	1	1	0	0	0	0	2	1
CO2	1	0	1	1	1	1	1	0	0	0	2	1
CO3	1	1	1	1	1	2	0	0	0	0	3	0
C04	1	1	1	1	1	1	1	0	0	0	3	0
C05	1	0	1	1	1	2	0	0	0	0	1	1
C06	1	1	1	0	1	2	1	0	0	0	2	1
Average	1.00	0.67	1.00	0.83	1.00	1.50	0.50	0.00	0.00	0.00	2.17	0.67

Techno India NJR Institute of Technology

Academic Administration of Techno NJR Institute

Syllabus Deployment

Name of Faculty: Mr. Akshat Bordia

Subject Code: 4CS1-03/3CS1-03 (MEFA)

Department: Department of Computer Science & Engineering

SEM: IV

Total No. of Lectures Planned: 26

Lecture No.	Unit	Topic
1	1	Introduction to scope, objective and outcome of subject
2	2	Meaning, nature and scope of economics, deductive vs inductive methods,
3	2	Static and dynamics, Economic problems: scarcity and choice,
4	2	Circular flow of economic activity,
5	2	National income-concepts and measurement.
6	2	Numerical
7	3	Demand-types of demand, determinants of demand,
8	3	Demand function, elasticity of demand
9	3	Demand forecasting –purpose, determinants and methods
10	3	Supply-determinants of supply, supply function, elasticity of supply.
11	4	Theory of production- production function
12	4	Law of variable proportions, laws of returns to scale, production optimization,
13	4	Least cost combination of inputs, isoquants.
14	4	Cost concepts-explicit and implicit cost, fixed and variable cost,
15	4	Opportunity cost, sunk costs, cost function,
16	4	Cost curves, cost and output decisions, cost estimation.
17	5	Market structure and pricing theory ,Perfect competition, Monopoly,
18	5	Monopolistic competition, Oligopoly
19	5	Equilibrium price, equilibrium quantity
20	6	Balance sheet and related concepts,
21	6	Profit and loss statement and related concepts,
22	6	Financial ratio analysis, cash-flow analysis, funds flow analysis,
23	6	Comparative financial statement, ,
24	6	Analysis and interpretation of financial statements
25	6	Capital budgeting techniques
26	6	Numerical

Assessment Methodology:

1. Assignments and Quiz: one from each unit.
2. Midterm subjective paper where they have to attempt numerical.
3. Final paper at the end of the semester subjective.

Teaching and Learning resources unit-wise:

Unit-2

A.   Basic Concept of Economics

Video Tutorials:

https://www.youtube.com/watch?v=ycyMktNFZ88&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg

Theory concepts:
https://drive.google.com/file/d/1xeOUaRHg3CnTPBlK6G_07swcYCqEgvJv/view?usp=sharing

Sample Quiz:https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/

B.   National Income

Video Tutorials:https://www.youtube.com/watch?v=A374ELBK7Cc

Theory concepts:https://drive.google.com/file/d/1xeOUaRHg3CnTPBlK6G_07swcYCqEgvJv/view?usp=sharing

Sample Quiz:
https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/

C.   National Income basednumerical

Video Tutorials: https://www.youtube.com/watch?v=oHdMJ4MDRO4

Theory concept:https://drive.google.com/file/d/1xeOUaRHg3CnTPBlK6G_07swcYCqEgvJv/view?usp=sharing

Sample Quiz:https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/

Unit-3

A.   Theory of demand & supply

Video Tutorials:

https://www.youtube.com/watch?v=ytQxam0_Hns&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg&index=2

Theory concept:

https://drive.google.com/file/d/1xeOUaRHg3CnTPBlK6G_07swcYCqEgvJv/view?usp=sharing

Sample Quiz:

https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/

B.   Determinants of supply

Video Tutorials:

https://www.youtube.com/watch?v=zNbCYc4n1-s&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg&index=4

Theory concepts:

https://drive.google.com/file/d/1xeOUaRHg3CnTPBlK6G_07swcYCqEgvJv/view?usp=sharing

Sample Quiz:https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/

Unit-4

A. Production optimization & types of cost

Video Tutorials:

https://www.youtube.com/watch?v=VU1zySe-8NA&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg&index=15

Theory concepts:
https://drive.google.com/file/d/1xeOUaRHg3CnTPBlK6G_07swcYCqEgvJv/view?usp=sharing

Sample Quiz:
https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/

B. Types of cost curve

Video Tutorials:
https://www.youtube.com/watch?v=HLCBEJM2y7M&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg&index=17

Theory concepts:https://drive.google.com/file/d/1xeOUaRHg3CnTPBlK6G_07swcYCqEgvJv/view?usp=sharing

Sample Quiz:
https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/

Unit-5

A. Types of Market : Economics

Video Tutorials:https://www.youtube.com/watch?v=PuEdwVHaUVQ

Theory concepts:https://drive.google.com/file/d/1xeOUaRHg3CnTPBlK6G_07swcYCqEgvJv/view?usp=sharing

Sample Quiz:https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/

B. Market Equilibrium

Video Tutorials:https://www.youtube.com/watch?v=HnAwvKAqaMU&list=PLPjSqITyvDeV84Qiruw4xVWGQPTctrlhg&index=14

Theory concepts:https://drive.google.com/file/d/1xeOUaRHg3CnTPBlK6G_07swcYCqEgvJv/view?usp=sharing

Sample Quiz:https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/

Unit-6

A.   Financial Statement

Video
Tutorials:https://www.youtube.com/watch?v=OT5RdoJAkhY&list=PLPjSqITyvDeUTeAOGhip_ubjN3y8oqT13

Theoryconcepts:
https://drive.google.com/file/d/1xeOUaRHg3CnTPBlK6G_07swcYCqEgvJv/view?usp=sharing

Sample
Quiz:https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/

B.   Numericals on Financial statement.

Video Tutorials:
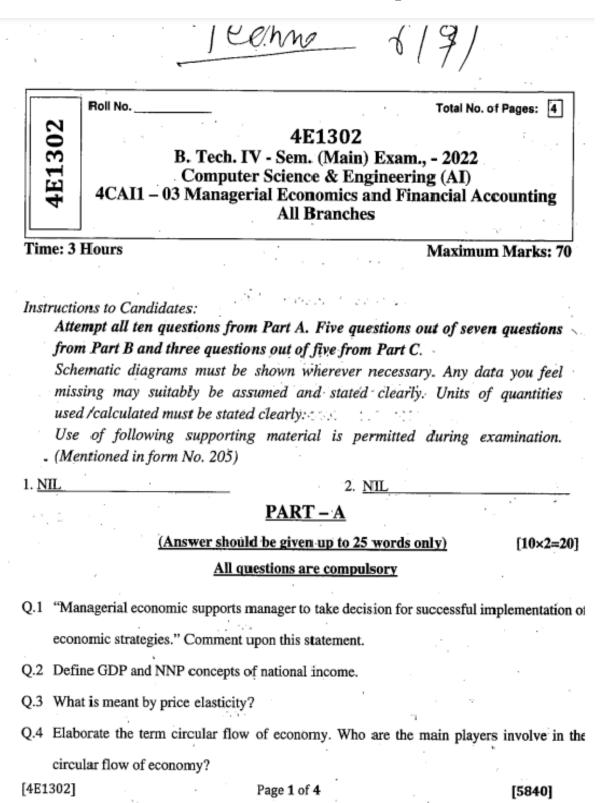https://www.youtube.com/watch?v=OT5RdoJAkhY&list=PLPjSqITyvDeUTeAOGhip_ubjN3y8oqT13

Theory
concepts:https://drive.google.com/file/d/1xeOUaRHg3CnTPBlK6G_07swcYCqEgvJv/view?usp=sharing

Sample
Quiz:https://scholarexpress.com/multiple-choice-questions-mcq-with-answers-on-managerial-economics/

Previous Year Question Papers:

Roll No. _____   Total No. of Pages: 4

4E1302

4E1302

B. Tech. IV - Sem. (Main) Exam., - 2022

Computer Science & Engineering (AI)

4CAI1 – 03 Managerial Economics and Financial Accounting

All Branches

Time: 3 Hours   Maximum Marks: 70

Instructions to Candidates:

Attempt all ten questions from Part A. Five questions out of seven questions from Part B and three questions out of five from Part C.

Schematic diagrams must be shown wherever necessary. Any data you feel missing may suitably be assumed and stated clearly. Units of quantities used /calculated must be stated clearly.

Use of following supporting material is permitted during examination.
(Mentioned in form No. 205)

1. NIL _____   2. NIL _____

PART – A

(Answer should be given up to 25 words only)   **[10×2=20]**

All questions are compulsory

Q.1 "Managerial economic supports manager to take decision for successful implementation of economic strategies." Comment upon this statement.

Q.2 Define GDP and NNP concepts of national income.

Q.3 What is meant by price elasticity?

Q.4 Elaborate the term circular flow of economy. Who are the main players involve in the circular flow of economy?

Q.5 What are the basic elements of demand and supply?

Q.6 Write the concept of opportunity cost with one example.

Q.7. Define Kinked demand curve and write one reason of price rigidity.

Q.8 Differentiate between deductive and inductive methods of economies.

Q.9 Discuss any two significant uses of cash flow statement.

Q.10 What is meant by debt, liabilities and current assets in accounting?

PART – B

(Analytical/Problem solving questions)   [5×4=20]
Attempt any five questions (Word limit 100)

Q.1 Define the concept of managerial economics. What are the micro and macro scopes
economics? Explain all in brief.

Q.2 What is Law of demand? Draw the suitable diagram of demand curve and write
determinants.

Q.3 Elaborate the cost and output relations in short run and long run. What is the role
Marginal cost in decisions?

Q.4 How demand forecasting is useful for future decision making? Explain any two methods
demand forecasting.

Q.5 Write the stages of production function. How manager can control the inputs in production? Define your answer with suitable table of inputs and diagram.

Q.6 How price, output and profit can be determined in perfect competition? Draw suitable diagram.

Q.7 Sttelio Ltd. presents the following information and you are required to calculate funds from operations –

Profit and Loss Account

	₹		₹
To Operation Expenses	1,00,000	By Gross Profit	2,00,000
To Depreciation	40,000	By Gain on Sale of Plant	20,000
To Loss on sale of Building	10,000		
To Advertising Suspense Account	5,000		
To Discount Allowed	500		
To Discount on issue of Shares written off	500		
To Goodwill written off	12,000		
To Net Profit	52,000		
	2,20,000		2,20,000

PART – C

Q.1 Define circular flow of economy with suitable diagram. Which are the current econc

problems are facing by nation after pandemic situation (Year 2020 - 2021)?

Q.2 Define the term demand elasticity. What are the various degrees of elasticity? Define

with diagram and example.

Q.3 What is meant by least cost combinations in production function? Elaborate the prope

of least cost combinations.

Q.4 Why price is rigid in market? Give reasons. Draw Kinked demand curve and how price

output can be determined under Kinked demand curve.

Q.5 Differentiate between –

(a) Demand curve and Supply curve

(b) Explicit cost and implicit cost

(c) Static economy and Dynamic economy

(d) Monopoly market and Monopolistic market

(e) Cash flow statement and Fund flow statement.

3E1103

3E1103

B. Tech. III - Sem. (Main / Back) Exam., Dec. 2019
HSMC Civil Engineering
3CE1-03 Managerial Economics & Financial Accounting
Common For All Branches

Time: 2 Hours   Maximum Marks: 80

Instructions to Candidates:

Attempt all five questions from Part A, four questions out of six questions from Part B and two questions out of three from Part C.

Schematic diagrams must be shown wherever necessary. Any data you feel missing may suitably be assumed and stated clearly. Units of quantities used /calculated must be stated clearly.

Use of following supporting material is permitted during examination. (Mentioned in form No. 205)

1. NIL_____   2. NIL_____

PART – A

(Answer should be given up to 25 words only)   [5×2=10]

All questions are compulsory

Q.1 Why do economic problems arise?

Q.2 What is demand forecasting?

Q.3 What does opportunity cost mean?

Q.4 What do you mean by monopolistic competition?

Q.5 What does a balance sheet depicts?

PART – B

Q.1 Explain the deductive and inductive methods of constructing economic theory.

Q.2 Explain with the help of curves the relationship between total cost, total variable cost and total fixed cost.

Q.3 How does perfect competition differ from monopoly? Discuss.

Q.4 Discuss the concepts of assets and liabilities.

Q.5 Write short notes on comparative financial statements.

Q.6 Explain the concept of elasticity of demand.

PART – C

Q.1 What are the three methods of measuring national income? Elaborate.

Q.2 Using suitable diagrams explain the Law of variable proportions.

Q.3 Critically examine the Present Value Method and Internal Rate of Return Method for evaluating capital budgeting proposals.