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**R18**

Course Code: A30013



**CMR COLLEGE OF ENGINEERING & TECHNOLOGY**  
(UGC AUTONOMOUS)

B.Tech V Semester Supplementary Examinations June/July-2025

**Course Name: Business Management & Financial Analysis**  
(Civil Engineering)

Date: 02.07.2025 FN

Time: 3 hours

Max.Marks: 70

(Note: Assume suitable data if necessary)

**PART-A**

Answer all TEN questions

Each question carries TWO marks.

10x2=20M

1. List out the principles of management. 2 M
2. What is meant by Reporting in management? 2 M
3. Write down the objectives of HR management. 2 M
4. Define PPC function. 2 M
5. What is the scope of demand forecasting? 2 M
6. Define managerial economics 2 M
7. List out the assumptions of the production function. 2 M
8. What are the objectives of theory of pricing? 2 M
9. Define profitability ratio. 2 M
10. What is meant by leverage? 2 M

**PART-B**

Answer the following. Each question carries TEN Marks.

5x10=50M

- 11.A). Explain about FW Taylor contributions to modern management. 10M
- OR**
11. B). Discuss about Human Relations approach to management. 10M
12. A). Explain in detail about Production management. 10M
- OR**
12. B). Discuss about Marketing management. 10M
13. A). Tabulate the difference between micro and macro economics. 10M
- OR**
13. B). Discuss in detail about the importance of national income. 10M
14. A). Explain about Cost-Output relationship. 10M
- OR**
14. B). Discuss about demand-supply schedule for equilibrium prices. 10M
15. A). Explain about manufacturing A/c & Trading A/c. 10M
- OR**
15. B). Discuss about the types & objectives of business enterprises. 10M

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