[07 – 4128]

IV/IV B.Tech. DEGREE EXAMINATION.

First Semester

Computer Science Engineering

PRINCIPLES OF ECONOMICS AND MANAGEMENT

(Common with B.Tech. Geo-Informatics, Metallurgy and IT)

(Effective from the admitted batch of 2010–2011)

Time : Three hours   Maximum : 70 marks

Question No. 1 is compulsory.

Answer any FOUR questions from the remaining.

All questions carry equal marks.

1. Write short answers for the following: $(7 \times 2 = 14)$

    (a) Scarcity definitions of economics

    (b) Micro and macro economics

    (c) Utility and types of utility

    (d) Oligopoly

    (e) Partnership and types of partnership

    (f) Plant location

    (g) Distribution channels

2. What is demand and elasticity of demand? And explain the factors determining price elasticity of demand.

3. What is market? Explain the conditions of perfect competition and Monopoly.

4. What is joint stock company? Explain the salient features of private and public limited companies.

5. Describe Henry Fayol's '14' principles of management.

6. Explain the functions of production planning and control.

7. What is financial management? Explain its importance and methods raising finance.

8. Describe the importance, functions and benefits of Entrepreneurship.

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