

*JKRanghri Dept of Maths*  
No.1 website for Andhra University Students

[05 - 4212] 1-4-2014

IV/IV B.E. DEGREE EXAMINATION.

Second Semester

Electronics and Communication Engineering

PRINCIPLES OF ECONOMICS AND MANAGEMENT

(Common with EEE, Metallurgy, Marine and Naval  
Architecture and Dual degree program in ECE and EEE)

(Effective from the admitted batch of 2010-2011)

Time : Three hours

Maximum : 70 marks

First question is compulsory.

Answer any FOUR from the remaining.

All questions carry equal marks.

Write short notes on the following :

- (a) Define Economics.
- (b) Micro and Macro Economics.
- (c) Demand and elasticity of demand.
- (d) Duopoly.
- (e) Sole proprietorship.
- (f) Scientific management.
- (g) Methods of raising finance.

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2. Explain the salient features of utility and describe the laws of diminishing marginal utility and its limitations.
3. Describe the structure of markets and conditions of perfect competition and monopoly.
4. What is business? Explain the salient features of public limited and private limited companies.
5. Briefly explain the principles and functions of management.
6. Explain the salient features, assumptions, usefulness and limitations of break-even analysis.
7. What is marketing management? Explain its functions and distribution channels.
8. Describe the functions of entrepreneurship and explain the phases of installing a project.