

II B.Tech(ccc) Regular Examinations, December 2007  
**ECONOMICS ACCOUNTANCY AND MANAGEMENT**  
( Common to Civil Engineering, Electrical & Electronic Engineering,  
Mechanical Engineering and Electronics & Communication Engineering)  
Time: 3 hours Max Marks: 100

Answer any FIVE Questions  
All Questions carry equal marks

\*\*\*\*\*

1. Define elasticity of demand. Explain different types of price Elasticity of demand.  
[6+14]
2. What do you understand by working capital cycle and what is its importance?  
[10+10]
3. Give various examples of capital budgeting decisions. Classify them into specific kinds  
[8+12]
4. What are financial statements? Why are they needed? How are they prepared?  
[6+8+6]
5. What do you mean by organization chart? Explain the advantages and limitations of the organization charts.  
[8+6+6]
6. (a) How is 'Marketing' different from 'Selling'?  
(b) What are the preceding activities involved prior to marketing products?[10+10]
7. (a) Discuss in brief:
  - i. Total float
  - ii. Free Float and
  - iii. Independent float.(b) Explain the use of floats in CPM network. [5+5+5+5]
8. What are the different components of a project cost? How are they estimated?[20]

\*\*\*\*\*