

Code: 9AHS701

R09

B.Tech IV Year II Semester (R09) Regular & Supplementary Examinations April 2016

MANAGEMENT SCIENCE

(Common to CSE, IT and CSSE)

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions
All questions carry equal marks

- 1 If you are appointed as a manager in a medium sized manufacturing company, what activities do you have to perform? Explain
- 2 Explain the "Line and Staff organization" and give a broad structure of such an organization in a large scale modern industry.
- 3 What do you understand by Acceptance Sampling? Explain the concept of single and double sampling plans.
- 4 What is meant by product life cycle? What are the market strategies to be followed in each of those stages?
- 5 (a) What do you understand by job evaluation? What are the principles of job evaluation?
(b) Discuss the essentials of successful job evaluation system.
- 6 The activity details along with time estimates and precedence relationships are given below

Activity	Predecessor	Estimated duration (weeks)		
		Optimistic	Most likely	Pessimistic
A	--	1	2	3
B	A	1	2	3
C	A	2	4	6
D	A	2	5	14
E	C,D	6	12	18
F	D	1	3	5
G	E	10	12	30
H	G	3	5	7
I	H	1	2	3
J	B,I	5	10	15

- (a) Construct the network.
- (b) Calculate the expected time and variance for each activity.
- (c) Critical path and project duration.
- (d) Probability of the complete of the project within the expected project time
- 7 (a) Distinguish between Strategic planning, Tactical planning and Operational planning.
(b) What is SWOT analysis? Explain the process of SWOT analysis.
- 8 What is supply chain management? What are the benefits of SCM?
