

Code :R7311001

R7

III B.Tech I Semester(R07) Supplementary Examinations, May 2011
MANAGEMENT SCIENCE
(Electronics & Instrumentation Engineering)

Time: 3 hours

Max Marks: 80

Answer any FIVE questions
All questions carry equal marks

1. (a) What are the functions of management? Explain.
(b) Briefly differentiate between administration, organization and management.
2. (a) What is the significance of centralization and decentralization of authority?
(b) What are its advantages and disadvantages?
3. What are the functions of personal management? Explain in detail.
4. How do you consider the importance of production planning and control in an organization?
5. (a) What are the functions of marketing?
(b) Product life cycle and the marketing strategies.
6. (a) What is meant by “work study”? What is its significance?
(b) Explain clearly the methods of work study.
7. Write a note on:
(a) ABC analysis.
(b) Economic ordering quantity (E O Q).
8. How do you explain the following?
(a) SWOT analysis.
(b) Business process outsourcing (B.P.O).
