

Code: R7420501

R7**B.Tech IV Year II Semester (R07) Advanced Supplementary Examinations June 2012****MANAGEMENT SCIENCE****(Common to CSE, IT and CSSE)**

Time: 3 hours

Max Marks: 80

Answer any FIVE questions

All questions carry equal marks

- 1 Define management and explain the significance of management functions.
- 2 What is matrix organization? Explain its advantages and limitations.
- 3 Define 'Work standing'. Explain basic procedure involved in work measurement.
- 4 Define "Marketing Management". Explain the functions of marketing.
- 5 What is job evaluation? What are its advantages? How is it carried out?
- 6 What do you mean by crashing? Why crashing can be applied to CPM problems only?
- 7 Explain 'SWOT' analysis with suitable examples.
- 8 Write short notes on:
 - (a) Six sigma and capability maturity model (CMM).
 - (b) Business process Re-engineering.
