

**R09**

Code: 9AHS701

B.Tech IV Year II Semester (R09) Advanced Supplementary Examinations, July 2013

**MANAGEMENT SCIENCE**

(Common to CSE, IT and CSSE)

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions  
All questions carry equal marks

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- 1 State and explain the Taylor's scientific management.
- 2 What is committee organisation? Explain the advantages and disadvantages of committee organisation.
- 3 How do you explain the importance of plant layout? Which method do you suggest for the optimum results?
- 4 (a) What are the factors that determine the choice of channels of distribution?  
(b) Why do manufacturers favour intermediaries?
- 5 (a) Explain the procedure of job evaluation.  
(b) What are the objectives of merit rating?
- 6 (a) Define the terms: direct cost, indirect cost and outage loss.  
(b) The data pertaining to a project network is given below.

Activity	Normal duration (in weeks)	Cost (Rs)	Crash duration (in weeks)	Cost (Rs)
1-2	4	4000	3	7750
1-3	8	2500	5	4750
2-3	6	3500	4	4500
2-4	9	4500	7	8000
3-4	5	3000	3	6000

Indirect cost of the project is Rs1500 per week.

- (i) Draw the project network.
- (ii) Determine the optimum duration and optimum cost of the project.
- 7 (a) Explain the concept of corporate planning. Discuss the essential steps in corporate planning.  
(b) What do you understand by strategic business unit? Discuss its role and relevance in corporate planning.
- 8 (a) What is the role of automation in JIT?  
(b) What do you understand by benchmarking?

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