

Code: 9AHS701

B.Tech IV Year I Semester (R09) Regular & Supplementary Examinations December 2015

MANAGEMENT SCIENCE
(Common to ECE, E.Con.E & EIE)

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions
All questions carry equal marks

- 1 What are the social responsibilities of a manager in twenty first century?
- 2 What is an organization? Explain different types of organizations along with their merits and demerits.
- 3 (a) What is the concept of control chart for variables?
(b) How will you construct them? Illustrate.
- 4 (a) Distinguish between marketing and selling.
(b) What are 4 P's of marketing?
- 5 (a) Write a note on recruitment and selection.
(b) Discuss wage and salary administration
- 6 (a) What are the merits of network approach to project management?
(b) Consider the following information about a project:

Activity	Predecessor Activity	t_o	t_m	t_p
A	---	2	4	6
B	---	6	8	10
C	A	1	5	15
D	C	1	5	9
E	B	6	8	10

Draw the project network diagram and find the critical path and its length.

- 7 Explain SWOT analysis. Analyze how SWOT analysis can be used to evolve appropriate corporate strategy.
- 8 (a) What is the role of automation in JIT?
(b) Explain the basic elements of JIT.
