

Code No: RT22043

**R13****SET - 1**

**II B. Tech II Semester Regular Examinations, April/May – 2016**  
**MANAGEMENT SCIENCE**  
(Electronics and Communications Engineering)

Time: 3 hours

Max. Marks: 70

Note: 1. Question Paper consists of two parts (**Part-A** and **Part-B**)  
2. Answer **ALL** the question in **Part-A**  
3. Answer any **THREE** Questions from **Part-B**

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**PART –A**

1. a) Define Motivation and explain the theories of motivation? (4M)
- b) Explain the concept of TQM (Total Quality Management) (4M)
- c) What are the different functional areas of management, enlist different functions of management that are used in each of the scope area. (4M)
- d) List different steps involved in Corporate Planning Process for ITES Sector. (4M)
- e) What are ethics and list types of ethics that are necessary for an engineer? (3M)
- f) Steps in Business Process Reengineering? List few examples for BPRs. (3M)

**PART –B**

2. a) List & Explain Various Functions of Management in General? (8M)
- b) Define the work study? Explain work-study methods? (8M)
3. a) List different functions of finance and also explain how managerial functions helpful for efficient & effective use of financial resources? (8M)
- b) Compare Vision, Mission, Strategies & Goals in its importance, also write model statements suitable for a Manufacturer of Electronics Components? (8M)
4. a) Why Ethics required for a manager, what is unethical in your opinion and list few examples of unethical practices of Managers. What kind of ethical behavior do you suggest for a public utility organization like Railways? (8M)
- b) What is JIT Approach, how can you use JIT concepts in manufacture of TV Picture Tubes? (8M)

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5. a) What are the different quantitative models of decision making? (8M)
- b) Explain importance of ABC Analysis and try to list at least two items of each class in case of mobile electronics service-dealer with Sony/Nokia/Samsung? (8M)
6. a) List and Explain different stages in Product Life Cycle, What is the stage of CRT Monitors of Computers in comparison to LED monitors. (8M)
- b) List and explain various Opportunities & Threats in Mobile Communications Industry for companies like Airtel, Reliance & Tata with recent spectrum scams and reaction of regulatory bodies? (8M)
7. a) Enlist ethical qualities that required for Marketing Manager shooting advertising film for person care & health care products? (8M)
- b) What is BPO, how this is an efficient & effective method of service which will minimize cost & time resources for both manufacturer & consumer. (8M)

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**R13****SET - 2**

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**PART -A**

1. a) List functions of management and explain role of Organization function along with its sub functions. (4M)
- b) Explain the concept of project management. (4M)
- c) Explain different functions Human Resources Management? How do you evaluate performance of an front line employee of BPO? (4M)
- d) What are the steps involved in Environmental Scanning Process and list internal factors influencing SWOT Analysis? (4M)
- e) Discuss the Ethics of manager. (3M)
- f) Components in Balance Score Card? (3M)

**PART -B**

2. a) What is control? Explain the concepts of Quality Control Charts. (8M)

- b) Compute Corresponding Value of  $Z(x)$  i.e., probability to complete project within the time, if Time Scheduled is 48 Days. (8M)

| Activity Alternate | Time<br>Optimistic( $T_o$ )<br>Days | Time<br>Optimistic( $T_o$ )<br>Days | Time<br>Optimistic( $T_o$ )<br>Days |
|--------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| 1-2                | 4                                   | 5                                   | 12                                  |
| 2-3                | 8                                   | 10                                  | 18                                  |
| 2-4                | 6                                   | 11                                  | 22                                  |
| 3-5                | 2                                   | 6                                   | 10                                  |
| 4-5                | 10                                  | 15                                  | 20                                  |
| 5-6                | 7                                   | 9                                   | 17                                  |

3. a) What are the different functions of Marketing? (8M)
- b) What is a strategy, what are the different types of strategies? What strategies do you suggest for consumer electronics manufacturer, manufacturing Vacuum Cleaners? (8M)
4. a) What are the Ethical practices for a medical profession? List few ethical practices for service sector organizations like hospitals and manufacturer of life saving drugs? (8M)
- b) What is MRP Approach, how can you use MRP concepts for an Automobile Manufacturer(s) like Tata, Maruti & Nissan? (8M)

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**R13****SET - 2**

5. a) List & explain different methods of deterministic & probabilistic decision making models? (8M)  
b) What are the objectives & Importance of EOQ Approach? How do you decide EOQ in food processing industry? (8M)
6. a) List and Explain different types of marketing channels? What channel do you prefer in case Voltage Regulators & Capacitors used in Electronics Industry? (8M)  
b) Find Strengths & Weaknesses of BSNL in light of global private players in mobile communication? (8M)
7. a) Ethics required for a Producer, Director, Story Writer and Certification Body Members; for releasing a message oriented movie, as movies are the message carriers in any country? (8M)  
b) What is Six-Sigma is it really possible and practicable with complex-electronic-assembly-suppliers to automobile sector. Explain Six-Sigma concept in light of recent VOLVO Bus Crashes in India. (8M)

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**PART –A**

1. a) What is the importance of Direction Function in Management, what are its sub functions? (4M)
- b) Explain the concept of project management? (4M)
- c) Compare Job Evaluation & Merit Rating in their objectives. (4M)
- d) Differentiate Internal & External Factors influencing Environmental Scanning? (4M)
- e) Identify ethics to be followed by a credit-manager in extending loan to client (3M)
- f) What is Bench Marking, how do you decide bench mark for BPO? (3M)

**PART –B**

2. a) What is Principles of H. Fayol's Modern Management? Explain any six principles of your choice? Are these principles relevant for today's industry? (8M)

- b) Compute Corresponding Value of Z(x) i.e., probability to complete project within the time, if Time Scheduled is 56 Days. (8M)

Activity Alternate	Time Optimistic( $T_o$ ) Days	Time Optimistic( $T_o$ ) Days	Time Optimistic( $T_o$ ) Days
1-2	2	5	14
3-3	6	10	20
2-4	6	8	28
3-4	4	11	18
4-5	8	12	16
5-6	7	13	19

3. a) What are the different methods of production? What is suitable for Iron & Steel Manufacturing Unit like SAIL? (8M)
- b) Explain different types of strategies related to products, markets & functions? How can it be related to Ice-cream Manufacturer? (8M)
4. a) What are the Ethical practices of Mobile-Network provider towards customer, if he involve in manufacture of cell phone and also in communication? (8M)
- b) What is the scope, objectives & concept of Total Quality Management? Can it be employed in Automobile Industry having very large number of Spares & Components & Assemblies? (8M)

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**R13****SET - 3**

5. a) List & explain different styles & methods of leadership? What leadership style do you expect in Government Sector? (8M)
- b) Determine EOQ if Annual Requirement is 100000 Units, Ordering Cost is Rs.5000/-, Carrying Cost is 25% and Unit Price is Rs.750/-. Also determine Total Cost? (8M)
6. a) What is a Marketing Channel, What factors influencing selection of a marketing channel also explain types of channels? What channel would you prefer for Text Book Publisher and News Paper Publisher? (8M)
- b) List and Explain different components of SWOT Analysis? How SWOT analysis can be conducted in Tourism Sector? (8M)
7. a) What are the principles & objectives of ethics for business and management? How to inculcate & promulgate ethics among business houses? Comment on recent trends in food processing industry? (8M)
- b) What is ERP? What is its objective, scope, functions? What is the state of employing ERP packages in India? Does these packages suitable to SME Sector? (8M)

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**PART -A**

1. a) Differentiate Planning & Controlling functions of Management? (4M)
- b) What is standard formula used to find out probability of completion of a project if Time Scheduled is Given and Time Estimated is Calculated. Also Compute Time Estimated for an activity if  $T_o=10$  Days,  $T_m=12$  Days and  $T_p=20$  Days. (4M)
- c) List various methods of Job Evaluation and explain any one method in detail. How to evaluate a Government Job where performance least considered and seniority considered as parameter? (4M)
- d) List different strategic alternatives available for tourism sector. (4M)
- e) Are ethics limited to entrepreneurs/enterprises only? Do Managers & employees also have to follow ethics? (3M)
- f) What is the importance of Supply Chain Management? What supply chain do you consider for poultry products? (3M)

**PART -B**

2. a) List the Principles of organization? Explain any six principles of your choice? (8M)
- b) Determine Critical Path for following information: (8M)

Activity	Predecessor	Duration(Days)
A	--	10
B	A	8
C	A	14
D	A	12
E	B	6
F	C	16
G	D	18
H	E,F & G	20

3. a) Compare features, merits & demerits of Product & Process Type of Layouts? What layout do you suggest for TV Assembly? (8M)
- b) Different Strategies involved under different stages of Product Life Cycle? What is the stage of Micro Ovens in India? (8M)
4. a) Role of Government, regulatory bodies, professional societies and educational institutions to inculcate ethics among enterprises & promoters of business houses? (8M)
- b) Explain the concept of Business Law and Ethics of management? (8M)

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**R13****SET - 4**

5. a) List & explain any two theories of motivation? Do theories work in BPO? (8M)  
b) What are the determinant of EOQ and compute EOQ if Annual Requirement is 10000 Units, Ordering Cost is Rs.25000/-, Carrying Cost is 20% and Unit Price is Rs.500/-. (8M)
6. a) What are the different scope & functional areas of management? Explain in detail functions of financial management? Does Management Functions vary from sector to sector and industry to industry? (8M)  
b) Draw the flow diagram for Corporate Planning Process and explain various steps involved? Will it be same for both Manufacturing & IT sector or is there any change in the flow diagram? Post your comments? (8M)
7. a) What are the different problems & limitations in following ethical principles by business houses, how to overcome them? Give some examples of coaches/managers from Sports? (8M)  
b) What is MIS? How MIS is useful for decision making Government R&D Organization (8M)