Code No: 118CR

R13

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
B. Tech IV Year II Semester Examinations, May - 2017
MANAGEMENT SCIENCE
(Common to CSE, IT)

Time: 3 hours                                                              Max. Marks: 75

Note:  This question paper contains two parts A and B.
       Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B
       consists of 5 Units. Answer any one full question from each unit.  Each question carries
       10 marks and may have a, b, c as sub questions.

## PART - A

(25 Marks)

1.a)  With what reasons would you defend 'Decentralization' in an Organization?   [2]
  b)  What do you understand by 'Unity of Direction'?                             [3]
  c)  Define the concept 'Work measurement'.                                      [2]
  d)  How is TQM different from traditional management approach?                  [3]
  e)  What is the rationale of conducting 'Job analysis'?                         [2]
  f)  Differentiate 'Transfer' from 'promotion'.                                  [3]
  g)  Distinguish between 'Event' and 'Activity'                                  [2]
  h)  How is CPM approach different from PERT in project management?              [3]
  i)  Distinguish between 'Vision' and 'Mission'.                                 [2]
  j)  What do you understand by 'Balanced score card'?                           [3]

## PART - B

(50 Marks)

2.  Critically examine Herzberg's two factor theory. Make a comparison between the
    theories of Herzberg and Maslow. Which of these theories do you prefer in Indian
    context? Give reasons.                                                       [10]

OR

3.  Distinguish between 'Management' and 'Organization'. Briefly explain the principles
    of Management as enunciated by Fayol.                                        [10]

4.  Define 'Method study' and explain the procedure to be followed for implementing
    Method study in an Organization.                                             [10]

OR

5.  What are the objectives of Inventory control? Briefly explain how selective Inventory
    control can be followed in an Organization?                                  [10]

6.  Why do Managements prefer to provide Training to newly recruited employees and as
    well as existing employees? Explain various methods of Training being commonly
    followed.                                                                    [10]

OR

7.  What do you understand by 'Performance Appraisal'? Why is it required? Critically
    evaluate different methods of performance Appraisal.                         [10]

8. The details of activities of a project are given below:

| Activity | Time (in weeks) |
|---|---|
| 1-2 | 2 |
| 1-3 | 2 |
| 1-4 | 1 |
| 2-5 | 4 |
| 3-6 | 8 |
| 3-7 | 5 |
| 4-6 | 3 |
| 5-8 | 1 |
| 6-9 | 5 |
| 7-8 | 4 |
| 8-9 | 3 |

Construct a network diagram and compute the project completion time. [10]

**OR**

9. The normal cost and duration, crash cost and duration of activities (in days) of a project are given in the table. If the overhead cost is Rs.45 per day, determine the optimal cost schedule for the project by drawing the project schedule vs. total cost. [10]

| Activity | Normal cost | Normal duration | Crash cost | Crash duration |
|---|---|---|---|---|
| 1-2 | Rs.360 | 3 | Rs.440 | 1 |
| 2-3 | 240 | 4 | 320 | 2 |
| 2-4 | 100 | 7 | 140 | 3 |
| 3-4 | 80 | 5 | 140 | 2 |

10. Define 'Environmental scanning'. What is the need for environmental scanning? What are the environmental scanning techniques? [10]

**OR**

11. What do you mean by 'strategy'? Describe the basic elements in the process of strategic management. [10]

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