

Code No: RT32025

R13
SET - 1
III B. Tech II Semester Supplementary Examinations, November- 2017
MANAGEMENT SCIENCE

(Common to Electrical and Electronics Engineering and Chemical Engineering)

Time: 3 hours

Max. Marks: 70

 Note: 1. Question Paper consists of two parts (**Part-A** and **Part-B**)

 2. Answering the question in **Part-A** is compulsory

 3. Answer any **THREE** Questions from **Part-B**

PART -A

- 1
 - a) Explain the important characteristics of management. [3M]
 - b) What are the main objectives of work study? [4M]
 - c) Define marketing. Explain the modern concept of marketing. [4M]
 - d) List out the phases of project management. [3M]
 - e) What is concept of strategy? [4M]
 - f) What do you understand by Management Information System? [4M]

PART -B

- 2
 - a) Briefly explain the functions of management. [4M]
 - b) Explain the Scientific management principles developed by F.W.Taylor. [8M]
 - c) What are the essential features of an organization? [4M]
- 3
 - a) What is work study? Discuss its main advantages. [3M]
 - b) What are the steps in quality control programme? [8M]
 - c) What is Lead Time? What are the determinants of lead time? [5M]
- 4
 - a) What is HRM? Describe the functions of Human Resource Manager in an industrial setting. [8M]
 - b) What do mean by marketing? Explain the stages involved in developing the marketing strategy. [8M]
- 5
 - a) What is CPM? What are the essential steps in CPM for project planning? [8M]
 - b) The following table gives the activities of a construction project and time duration. [8M]

Activity	Duration (Days)
1 – 2	20
1 – 3	25
2 – 3	10
2 – 4	12
3 – 4	6
4 – 5	10

- i) Draw the network for the project.
- ii) Find the critical path.
- iii) Find the project duration.

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- 6 a) What is the need for corporate planning? Explain the main elements of corporate planning process. [8M]
b) What is environmental scanning and what are the factors affecting external environment? [8M]
- 7 a) What do you understand by TQM? What are the different methods of TQM? [8M]
b) What is Just-In-Time (JIT)? Explain the characteristics of just-in-time. [8M]

2 of 2