Code No: R1622026   **R16**   SET - 1

II B. Tech II Semester Regular Examinations, April - 2018
MANAGEMENT SCIENCE
(Com to EEE, ECE, ECC)

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 **FOUR** Questions from **Part-B**
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PART –A

1.	a)	Define management.	(2M)
	b)	Explain the need of Inventory control	(3M)
	c)	What are the objectives of HRM?	(2M)
	d)	What are the types of Activities in project management?	(3M)
	e)	Describe vision statement	(2M)
	f)	Explain the concept of JIT.	(2M)

PART –B

2.	a)	Explain the nature and importance of management	(7M)
	b)	Explain Maslow's Need – Hierarchy theory	(7M)
3.	a)	Distinguish between observed time, normal time and standard time	(7M)
	b)	Write a detail note on work sampling	(7M)
4.	a)	What do you understand by Job Evaluation? What are the principles of job evaluation?	(7M)
	b)	Discuss the essentials of successful job evaluation system	(7M)
5.	a)	Define network. Write the rules for drawing network diagram with examples.	(7M)
	b)	A project schedule has the following characteristics	(7M)

Activity	Time(week)	Activity	Time(week)
1-2	4	5-6	4
1-3	1	5-7	8
2-4	1	6-8	1
3-4	1	7-8	2
3-5	6	8-10	5
4-9	5	9-10	7

(i) Construct a network
(ii) Compute earliest occurrence time (E) and least occurrence time (L) for each event (iii) Find the critical path.

6.	a)	Distinguish between Strategic planning, Tactical planning and Operational planning.	(7M)
	b)	What is SWOT analysis? Explain the process of SWOT analysis.	(7M)

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7. a) Explain the overview and scope of ERP in business practices   (7M)

    b) What is supply chain management? What are the benefits of SCM?   (7M)

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2. Answer **ALL** the question in **Part-A**
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PART –A

1.	a)	Discuss the functions of management.	(3M)
	b)	Define Quality control.	(2M)
	c)	What is merit rating?	(2M)
	d)	Write about PERT in network analysis?	(2M)
	e)	Define Environmental scanning.	(2M)
	f)	Explain the basic concept of MIS.	(3M)

PART –B

2.	a)	Explain Taylor's scientific management.	(7M)
	b)	Briefly explain organization structures with examples.	(7M)
3.	a)	What are the steps involved in method study?	(7M)
	b)	Differentiate ABC and EOQ inventory models.	(7M)
4.	a)	Define Human Resource Management. Explain the important functions of HRM.	(7M)
	b)	What is meant by product life cycle? What are the market strategies to be followed in each of those stages?	(7M)
5.	a)	The following table provides project cost and time details.	(7M)

Activity	Normal time(days)	Crash time(days)	Normal cost(Rs)	Crash cost
1-2	20	17	600	720
1-3	25	25	200	200
2-3	10	8	300	440
2-4	12	6	400	700
3-4	5	2	300	420
4-5	10	5	300	600

Draw the network diagram, find the optimum duration and cost of the project, when fixed cost is Rs 300 per day

	b)	What are the difference between PERT and CPM?	(7M)

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6. a) Discuss the external and internal environment factors to be considered while   (7M)
        formulating the strategy
    b) Write a short note on global strategies.   (7M)

7. a) Enumerate the different methods which are available to determine effective lot   (7M)
        size in MRP.
    b) Write a detailed note on six sigma technique involved in to Quality   (7M)
        management.

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Time: 3 hours   Max. Marks: 70

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2. Answer **ALL** the question in **Part-A**
3. Answer any **FOUR** Questions from **Part-B**
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PART –A

1.	a)	What is organization typology?	(2M)
	b)	Explain the types of management.	(3M)
	c)	Define marketing management.	(2M)
	d)	What is cost slope?	(2M)
	e)	Explain mission statement.	(2M)
	f)	Write a short note on benchmarking.	(3M)

PART –B

2.	a)	Explain the types and principles of organization.	(7M)
	b)	Explain the "Line and Staff organization" and give a broad structure of such an organization in a large scale modern industry	(7M)
3.	a)	Explain the role and importance of control charts in production	(7M)
	b)	Briefly explain the difference between method study and motion study.	(7M)
4.	a)	Explain the point rating method and factor comparison method of job evaluation	(7M)
	b)	What do you understand by levels of channel?	(7M)
5.	a)	How does the PERT technique help a business manager in decision making?	(7M)
	b)	Assuming that the expected times are normally distributed; find the probability of meeting the schedule date as given for the network.	(7M)

Activity(i-j)	Optimistic	Most likely	Pessimistic
1-2	2	5	14
1-3	9	12	15
2-4	5	14	17
3-4	2	5	8
4-5	6	6	12
3-5	8	17	20

Scheduled project completion date is 30 days. Also find the date which the project manager can complete the project with probability of 0.90.

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6. a) Describe the importance of Environmental Scanning.   (7M)

    b) Explain the elements involved in corporate planning process.   (7M)

7. a) Define Total Quality Management. Explain the elements of TQM.   (7M)

    b) Write a brief notes on 'Business process Reengineering'.   (7M)

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2. Answer **ALL** the question in **Part-A**
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PART –A

1. a) Explain leadership styles. (3M)

    b) Explain the concept of Material Management. (2M)

    c) Write 4 p's of marketing with examples (2M)

    d) What are the three types of errors in drawing networks? (3M)

    e) Write the levels of strategy. (2M)

    f) What is Balanced Score Card? (2M)

PART –B

2. a) Discuss Herzberg Two factor theory and Douglas Mc-Gregory's theory X and theory Y. (7M)

    b) Discuss the concept of Delegation of Authority in context to designing of organization structure. (7M)

3. a) What are the elements involved in statistical quality control. (7M)

    b) Explain the types of ABC analysis. (7M)

4. a) What are the advantages of having HRD practices in an organization? (7M)

    b) Explain various strategies of marketing with suitable examples. (7M)

5. a) Write a short note: i) Earliest time ii) Latest time iii) critical path iv) floats (7M)

    b) (7M)
    Given the following data, prepare a network and determine the earliest time, latest time and slack for each event. Also identify the critical path.

Activity	1-2	1-3	1-4	2-5	2-8	3-6	4-6	4-7
Duration	6	3	5	4	5	7	4	6
Activity	5-8	6-8	6-9	7-9	8-10	9-10		
duration	4	3	3	2	6	5		

1 of 2

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6. a) Describe the steps involved in strategy formulation and implementation.   (7M)
    b) Briefly explain the various strategies of Multinational Companies.   (7M)

7. a) Explain the five levels of Capability Maturity Model   (7M)
    b) Enumerate various TQM tools and techniques used for quality measurement.   (7M)