

Code No: R1622026

**R16**
**SET - 1**
**II B. Tech II Semester Supplementary Examinations, November - 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? (3M)
- b) Explain ABC analysis. (2M)
- c) Evaluate HRD? (2M)
- d) What is meant by CPM? (2M)
- e) Explain strategy formulation. (2M)
- f) Describe MRP. (3M)

**PART -B**

2. a) What is the concept of Motivation and explain various theories of motivation? (7M)
- b) Write about Decision making process and explain types of Business Decisions. (7M)
3. a) What is Production Management and describe its functions? (7M)
- b) What are the objectives and functions of Materials Management? (7M)
4. a) State the principles of Personnel Management. (7M)
- b) Define marketing. Explain the importance of marketing Functions in modern world. (7M)
5. a) Explain the use of network analysis in project management. (7M)
- b) With the help of following data , (7M)
  - (a) Draw the network
  - (b) Find project duration for the following project and
  - (c) Identify the critical path.

| Activity     | 1-2 | 1-3 | 1-4 | 2-4 | 2-5 | 3-4 | 3-7 | 4-6 | 4-7 | 5-6 | 5-7 |
|--------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Time(months) | 4   | 6   | 12  | 7   | 11  | 7   | 8   | 8   | 13  | 4   | 4   |

6. a) Explain advantages and disadvantages of Industrial and International Environment. (7M)
- b) Explain the strategies to improve the sales performance of strategic business unit in pharmaceutical company. (7M)
7. a) Explain the major functions and classification of MIS. (7M)
- b) Discuss briefly the four perspectives of Balance Score Card. (7M)