

Code No: RT22043

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

**II B. Tech II Semester Supplementary Examinations, April-2018**  
**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) Explain the theories of Motivation (4M)
- b) Explain the concepts of EOQ (4M)
- c) Define the Product Life Cycle (3M)
- d) Explain Strategy Evaluation (4M)
- e) Explain Business Ethics (3M)
- f) What is TQM (4M)

**PART -B**

2. a) Discuss various Leadership Styles. (8M)
- b) Explain 'Line and Staff' organization structure. What are its merits and demerits? (8M)
3. a) What do you understand by Inventory Control? Mention its main objectives. (8M)
- b) Differentiate between CPM and PERT. (8M)
4. a) What are the functions of Marketing Management? (8M)
- b) Explain the Job Evaluation process. (8M)
5. a) Explain the importance of Environmental Scanning. (8M)
- b) What is Strategy formulation? Explain the strategy formulation process. (8M)
6. a) "Business must discharge ethical responsibilities towards the society". Explain. (8M)
- b) Describe the ethics to be followed by a Marketing manager. (8M)
7. a) Explain how Just – In- Time (JIT) has changed production environment. (8M)
- b) What is Bench Marking? How is it useful? (8M)