

Code No: **RT42052**
R13
Set No. 1
IV B.Tech II Semester Regular/Supplementary Examinations, April - 2018
MANAGEMENT SCIENCE
**(Common to Computer Science and Engineering, Information Technology and
Automobile Engineering)**
Time: 3 hours
Max. Marks: 70
Question paper consists of Part-A and Part-B
Answer ALL sub questions from Part-A
Answer any THREE questions from Part-B

PART-A (22 Marks)

1. a) What are the sources of motivation? [3]
- b) Explain the concept of material management. [4]
- c) What is the role of marketing mix in framing marketing strategies? [4]
- d) What are the different errors in drawing networks? [4]
- e) What are the different levels of strategy? [4]
- f) What is balanced score card? [3]

PART-B (3x16 = 48 Marks)

2. a) Discuss Herzberg Two factor theory in detail. [8]
- b) Discuss the concept of delegation of authority in context to designing of organization structure. [8]
3. a) Define method study and list out of its objectives and significance. [8]
- b) Explain the concept of ABC analysis. [8]
4. a) What are the advantages of having HRD practices in an organization? [8]
- b) Explain various concepts of 4P's marketing with suitable examples. [8]
5. a) Write a short note:
 - (i) Earliest time
 - (ii) Latest time
 - (iii) critical path
 - (iv) floats
 [8]
- b) Given the following data, prepare a network and determine the earliest time, latest time and slack for each event. Also identify the critical path. [8]

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

6. a) Describe the steps involved in strategic formulation and implementation. [8]
- b) Explain porter's generic strategic application. [8]
7. a) Explain the five levels of capability maturity model [8]
- b) Enumerate various TQM tools and techniques used for quality measurement. [8]

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Set No. 2

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Time: 3 hours
Max. Marks: 70

Question paper consists of Part-A and Part-B

Answer ALL sub questions from Part-A

Answer any THREE questions from Part-B

PART-A (22 Marks)

1. a) Draw a Line and staff organization structure. [4]
- b) What are the different principles of management? [4]
- c) Explain the functions of marketing. [3]
- d) What is cost slope? [3]
- e) Is mission statement necessary for an organization? Comment. [4]
- f) What are the key aspects of benchmarking? [4]

PART-B (3x16 = 48 Marks)

2. a) Explain the principles of organization in modern era. [8]
- b) Briefly explain organization structures with examples. [8]
3. a) What are the elements involved in statistical quality control. [8]
- b) Is ABC analysis a better inventory control model? Comment. [8]
4. a) Differentiate between HRM and HRD. [8]
- b) What is meant by product life cycle? What are the market strategies to be followed in each of those stages? [8]

5. a) The following table provides project cost and time details.

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. [8]

- b) What are the difference between PERT and CPM in modern concept. [8]
6. a) Discuss the external and internal environment factors to be considered while formulating a strategy [8]
- b) What is the role of environmental scanning in business decision making? Explain. [8]
7. a) Enumerate the different methods which are available to determine effective lot size in MRP. [8]
- b) ~~What is supply chain management? What are the benefits of SCM?~~ [8]

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R13**Set No. 3**

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Time: 3 hours**Max. Marks: 70***Question paper consists of Part-A and Part-B**Answer ALL sub questions from Part-A**Answer any THREE questions from Part-B*

PART-A (22 Marks)

1. a) Explain the concept of management. [3]
- b) Explain the importance of Inventory control in production. [4]
- c) What are the objectives of HRM? [3]
- d) What are the types of Activities in project management? [4]
- e) Differentiate the Goals and Objectives with examples. [4]
- f) Explain the scope and importance of MIS. [4]

PART-B (3x16 = 48 Marks)

2. a) Explain the steps of decision making process. [8]
- b) Explain the matrix and functional organizational structures with suitable examples. [8]
3. a) Explain the role and importance of control charts in production. [8]
- b) Briefly explain the process of method study and micro motion study. [8]
4. a) "Does Job evaluation create unnecessary pressure on employees in organization"? justify [8]
- b) What do you understand by channels of distributions? [8]
5. a) How does the CPM technique help a business manager in decision making? [8]
- b) Assuming that the expected times are normally distributed; find the probability of meeting the schedule date as given for the network.

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. [8]

6. a) Illustrate the importance of environmental scanning. [8]
- b) Explain the elements involved in corporate planning process. [8]
7. a) What is JIT? Write a brief notes on 'Business process reengineering'. [9]
- b) ~~Explain the supply chain management~~ [7]

Code No: **RT42052****R13****Set No. 4****IV B.Tech II Semester Regular/Supplementary Examinations, April - 2018****MANAGEMENT SCIENCE****(Common to Computer Science and Engineering, Information Technology and
Automobile Engineering)****Time: 3 hours****Max. Marks: 70***Question paper consists of Part-A and Part-B**Answer ALL sub questions from Part-A**Answer any THREE questions from Part-B*

PART-A (22 Marks)

1. a) Discuss the functions of management. [4]
b) Explain the role of quality control. [3]
c) Write a brief note on merit rating. [3]
d) Write about PERT in network analysis. [4]
e) What are the advantages of Environmental scanning? [4]
f) Explain MRP concept. [4]

PART-B (3x16 = 48 Marks)

2. a) Explain the nature and importance of management [8]
b) Explain Maslow's Need – Hierarchy theory [8]
3. a) Differentiate between observed time, normal time and standard time [8]
b) Write a detail note on work sampling. Explain the importance also. [8]
4. a) What do you understand by job evaluation? What are the principles of job evaluation? [8]
b) Discuss the essentials of wage payment plans. [8]
5. a) Define network. Write the rules for drawing network diagram with examples. [8]
b) A project schedule has the following characteristics

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

- (i) Construct a network diagram
 - (ii) Find the critical path and project duration. [8]
6. a) Differentiate Strategic planning, Tactical planning and Operational planning. [8]
b) What is SWOT analysis? Explain the process of SWOT analysis. [8]
7. a) Explain the overview and scope of ERP in business practices. [8]
b) Write a detailed note on six sigma concept. [8]