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,  [8]
        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 | 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]

Code No: **RT42052**    **R13**    Set No. 2

**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)  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 eara.                           [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]

Code No: **RT42052**    **R13**    **Set No. 3**

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### 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) 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**
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**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]