Code No: R32026





III B.Tech. II Semester Regular Examinations, April/May -2013 MANAGEMENT SCIENCE (Comm to EEE,ECE,CSE,CHEM,EIE,BME,IT)

Time: 3 Hours

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Max Marks: 75

Answer any FIVE Questions All Questions carry equal marks *****

- 1. Define Management? Explain Henry Fayol's principles of management.
- 2. What is plant layout? Explain the types of plant layout.
- 3. What are the differences between Human Resource Management and Personal Management and Industrial Relations?
- 4. From the following information:
 - (a) Draw the project network and find critical path.
 - (b) Calculate earliest starting times and earliest finished times for each activity.
 - (c) Determine Total, Free and Independent floats.

Immediate Predecessor	Duration
-	3
-	4
A	5
A	7
B, C	3
B, C, D	6
	- - A A

- 5. Define strategic management and Describe the process of strategic management.
- 6. Define code of ethics and explain how the ethical practices help the organization to grow?
- 7. What are the problems faced while meeting the cross cultural communication.
- 8. Write a short notes on:
 - (a) Total Quality Management
 - (b) Balanced Score Card
 - (c) Just-in-Time

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- 1. Nature and describe the various levels of management with their functions.
- 2. What do you mean by statistical quality control? Explain its importance in quality control.
- 3. Define Human Resource Management. Explain its functions.
- 4. From the following information:
 - (a) Draw the network
 - (b) Find its critical path and project duration
 - (c) Determine Total, Free and Independent Floats.

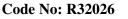
Activity	Duration
1-2	5
1-3	4
2-4	6
3-4	2
4-5	1
4-6	7
5-7	8
6-7	4
7-8	3

- 5. Define corporate planning and describe the process of corporate planning.
- 6. What should be the ethical practices followed by the organization to manage their human resources?
- 7. Explain various techniques of interviews in detail.
- 8. Write a short notes on:
 - (a) Management Information System
 - (b) Six Sigma
 - (c) Bench Marking

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- 1. What is motivation? Explain Abraham Maslow's needs Hierarchy theory.
- 2. What do you mean by Economic Order Quantity? Derive the formula for determining the Economic order Quantity.
- 3. Explain different methods of training in an organization.
- 4. From the following data crash the network and identify the optimum time of the project where the indirect cost is estimated Rs. 60 per day.

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	Activity	Normal Time	Crash Time	Cost Slope		
	1-2	9	6	20		
	1-3	8	5	25		
	1-4	15	10	30		
	2-4	5	3	10		
	3-4	11	6	15		
	4-5	2	1	40		

- 5. Explain various generic strategy alternatives in detail.
- 6. Write about the various ethical practices in marketing.
- 7. What are the strategies to be followed for making effective presentations?
- 8. Write a Short notes on:
 - a. Capability Maturity Model
 - b. Enterprise Resource Planning
 - c. Performance Management

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Max Marks: 75

Time: 3 Hours

Answer any FIVE Questions All Questions carry equal marks *****

1. a) What is Matrix Organization? Explain the merits and demerits of Committee Organization.

b) What do you mean by Functional organization structure? What are the advantages and disadvantages?

- 2. What do you mean by work study? Explain the basic procedure involved in method study.
- 3. What is marketing mix? Describe various elements of marketing mix.
- 4. From the following information:
 - (a) Draw the PERT network
 - (b) Find variance for each activity
 - (c) Find variance and standard distribution for critical path
 - (d) What is the probability that the project will be completed in 23 days?
 - (e) Find Total, Independent and Free floats?

Activity	То	Tm	Тр
1-2	3	3	3
2-3	3	6	9
2-4	2	4	6
3-5	4	6	8
4-6	4	6	8
5-6	0	0	0
5-7	3	4	5
6-7	2	5	8

- 5. Explain various external environment scanning techniques used by the organization.
- 6. Define Business Ethics and explain its importance in business.
- 7. Explain the essentials of writing an effective report.
- 8. Write a Short notes on:
 - (a) Business Process Outsourcing
 - (b) Management Information System
 - (c) Supply Chain Management

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