

Code: 9AHS701

R9

B.Tech IV Year I Semester (R09) Supplementary Examinations, May 2013

MANAGEMENT SCIENCE

(Common to ECE, E.Con.E and EIE)

Time: 3 hours

Max Marks: 70

Answer any FIVE questions
All questions carry equal marks

- 1 Bring out the contrast between Theory-X and Theory-Y. Do you find people of these traits around you? Illustrate.
- 2 Explain the "line and staff organization" and give a broad structure of such an organization in a large scale modern industry.
- 3 Distinguish between plant layout and process layout.
- 4 What is meant by product life cycle? What are the markets strategies to be followed in each of those stages?
- 5 Define job evaluation. Discuss the reasons for growing interest in job evaluation in recent times. Also state the limitations of job evaluation.
- 6 (a) What do you understand by the term project planning?
(b) Describe in detail the procedure of computing optimal project duration in CPM.
- 7 What is "SWOT" analysis? How do you carry it for a technical educational institute?
- 8 What is supply chain management? What are the objectives and strategies of SCM?
