**R09** 

## II B.Tech II Semester Examinations, APRIL 2011 MANAGEMENT SCIENCE Common to ME, CHEM, MECT, MEP, AME

Time: 3 hours

Code No: R09220801

Max Marks: 75

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

- 1. With the usual notation derive the formula for EOQ explaining the underlying assumptions. [15]
- 2. Explain any six factors affecting span of control in detail. Discuss how span of control affects structures and managerial effectiveness. [15]
- 3. Explain various objectives and requirements of merit rating. Explain essential characteristics of a good wage incentive plan. [15]
- 4. If you were the chief executive officer of a large corporation such as Sony or Infosys, how would you institutionalize ethics in the organization? [15]
- 5. In the DMAIC methodology of Six Sigma implementation explain the
  - (a) Improvement phase
  - (b) Control phase.
- 6. Explain the concept and purpose of Environment Scanning with examples. [15]
- 7. The characteristics of a project schedule are as given below:

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

- (a) Draw the network.
- (b) If scheduled completion time is equal to the earliest expected time, find total, free and independent floats of each activity. Enter values in a tabular form. [15]
- 8. Calculate the number of observations required for an accuracy of  $\pm$  5 per cent and confidence level of 95 per cent, if the percentage occurrence of an activity is 0.8.

[15]

[15]

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- 1. (a) State the objectives of management development.
  - (b) Explain various methods of management development. [7+8]
- 2. Explain the factors determining the location of industrial plant. [15]
- 3. Explain CPM for finding critical path, different types of floats of activities of a project. [15]
- 4. What is TQM? Explain the various stages of implementation of TQM. [15]
- 5. Why has the trait approach as means of explaining leadership been so open to question? What are the different styles of leadership? [15]
- 6. Explain the various functions of marketing. What is the importance of channels in distribution? How do you decide them? [15]
- 7. Why it is necessary to create staff positions in organizations? Do these positions reduce the authority of line managers? Explain. [15]
- 8. State the various elements of Corporate Planning process. Explain them briefly. Explain why plans fail.

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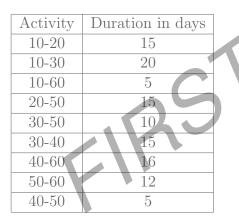
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### Answer any FIVE Questions All Questions carry equal marks $\star \star \star \star \star$

- 1. What is job description? Explain various parts of it. Write job discription of a professor. [15]
- 2. What is theory X, theory Y? Explain how they can be used to motivate employees and get the best out of them. [15]
- 3. (a) Explain capability maturity model.
  - (b) Explain the process of six sigma implementation.

- [7+8]
- 4. A network consists of following activities with indicated duration in days



- (a) Draw the CPM network.
- (b) Calculate project duration and identify critical path. [15]
- 5. Define strategic business unit (SBU). When does a business unit becomes SBU? Illustrate with example. [15]
- 6. What do you understand by work measurement? Explain how do you determine standard time. Illustrate. [15]
- 7. How is inventory planning for independent demand items different from that for dependant Demand items? [15]
- 8. Explain the concept of corporate planning. Discuss the essential steps in corporate planning by using flow chart. [15]

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

- 1. (a) Distinguish between value analysis and value engineering.
  - (b) State the conditions when Value Analysis should be applied.
  - (c) Explain Deming's PDCH.
- 2. (a) Explain various types of floats & their importance.
  - (b) Discuss advantages and limitation of PERT & CPM techniques. [7+8]
- 3. What is scientific management? Explain briefly the contributions of F.W.Taylor and Henry Fayol. [15]
- 4. Explain the following in detail
  - (a) Mission
  - (b) Goals
  - (c) Objectives. [15]
- 5. What are the various stages in product life cycle and why is important to know about them for a marketing manager? [15]
- 6. (a) Explain Rowan plan of wage incentive scheme and what are the advantages and disadvantages of it.
  - (b) Time allowed for a job is 32 hrs, actual time taken is 26 hrs. What is his wage according to the Halsey plan if hourly wage rate is Rs 4. [7+8]
- 7. Define line & staff. If the task of person in a purely staff position is to offer advice, how can an individual receiving this advice make sure that it is complete? [15]
- 8. Explain the concept of statistical quality control. Explain how you can construct control charts for the variables. [15]

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