

B.Tech. DEGREE EXAMINATION, FEBRUARY/MARCH 2023

Sixth Semester

MANAGEMENT SCIENCE

(Common to CIV & CSE)

(RU 19 Regulations)

Time : 3 Hours

Max. Marks : 70

PART — A

(Compulsory question)

(10 × 2 = 20 Marks)

Answer the following

1. ✓ (a) Henry Fayol's principles of Management.
- ✓ (b) Functions of Management.
- ✓ (c) Inventory techniques.
- ✓ (d) Channels of Distribution.
- ✓ (e) Functions of Human Resource Management.
- ✓ (f) Employee Induction.
- ✓ (g) SWOT Analysis.
- ✓ (h) Critical Path Method.
- ✓ (i) Customer Relationship Management.
- ✓ (j) Bench Marking.

PART — B

Answer ONE full question from each Unit. (5 × 10 = 50 Marks)

ALL questions carry equal marks.

UNIT I

- ✓ 2. "Is Management a Science or an Art?" Explain. (10)

Or

3. Explain Elton Mayo's Human Relations Theory.

UNIT II

4. Explain Deming's contributions to Quality.

Or

- ✓ 5. Explain various Marketing Strategies based on Product Life Cycle.

Turn Over

UNIT III

6. Define Performance Appraisal. What are the various methods of Performance Appraisal?

Or

7. Define Employee Recruitment. What are the various steps involved in Recruitment Process.

UNIT IV

8. Explain in detail about the Corporate Planning Process.

Or

9. A project has the following time schedule:

Activity	Time in month	Activity	Time in month	Activity	Time in month
1-2	2	3-6	8	6-9	5
1-3	2	3-7	5	7-8	4
1-4	1	4-6	3	7-9	3
2-5	4	5-8	1		

Construct PERT network and compute total float for each activity. Find critical path and its duration.

UNIT V

10. Define Performance Management. What are the steps involved in Performance Management?

Or



✓ 11. Write short notes on the following:

- (a) Concept of Six Sigma
 - (b) Material Requirement Planning
 - (c) Enterprise Resource Planning
 - (d) Management Information System.
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