

**BTECH IV YEAR I SEMESTER (AR20)**

Name of the Course : Management Science

Course Code : 20HS7403

Name of the Course Coordinator : K.CH.Chandra Sekhar

**QUESTION BANK**

**(PREPARE QUESTION BANK TO COVER ALL THE TOPICS)**

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| S.No | **QUESTIONS** | Level | Course Outcome | MARKS |
| **UNIT 1**  **BoS Approved DETAILED SYLLABS**  **Introduction to Management**:  Concept –nature and importance of Management – Functions of Management – Evaluation of Management thought- System approach to Management –Principles and Types of Management –Taylor’s Scientific Management Theory, Fayol’s Principles of Management ,Leadership Styles, Theories of Motivation -Designing organization structure- Principles of organization-Types of Organization Structure. | | | | |
| 1 | Define Management? | Remembering (L1) | CO1 | 4M |
| 2 | What is the Importance of Management? | Remembering (L1) | CO1 | 4M |
| 3 | Explain the Functions of Management? | Remembering (L1) | CO1 | 4M |
| 4 | Explain types of Management? | Remembering (L1) | CO1 | 4M |
| 5 | What in detail about Scientific Management? | Understanding (L2) | CO1 | 7M |
| 6 | Explain Fayol’s 14 Principles of Management with suitable examples? | Understanding (L2) | CO1 | 7M |
| 7 | Discuss about system approach to management? | Understanding (L2) | CO1 | 7M |
| 8 | Define Motivation? Explain about Theory X Theory Y? | Understanding (L2) | CO1 | 7M |
| 9 | Explain about Leadership? Explain various leadership styles? | Applying/Analyzing(L3/L4) | CO1 | 10M |
| 10 | Analyse Maslow’s Need Hierarchy theory of Motivation? | Applying/Analyzing(L3/L4) | CO1 | 10M |
| 11 | Define organization structure and explain its types? | Applying/Analyzing(L3/L4) | CO1 | 10M |
| 12 | Explain about Evaluation of Management thought? | Applying/Analyzing(L3/L4) | CO1 | 10M |
| **UNIT 2**  **BoS Approved DETAILED SYLLABUS**  **Operations Managemen**t:  Work study- Statistical Quality Control- Control charts (P-chart, R-chart, and C-chart) Simple problems- Material Management: Need for Inventory control- EOQ,ABC analysis(simple problems) and Types of ABC analysis (HML, SDE, VED, and FSN analysis) | | | | |
| 1 | Explain the control charts used for attributes? | Remembering (L1) | CO2 | 4M |
| 2 | Discuss about Mean chart and Range chart? | Remembering (L1) | CO2 | 4M |
| 3 | Discuss ABC analysis, SDE and VED Analysis? | Remembering (L1) | CO2 | 4M |
| 4 | Compare A B C analysis and FSN Analysis? | Remembering (L1) | CO2 | 4M |
| 5 | Outline the EOQ Technique? | Understanding (L2) | CO2 | 7M |
| 6 | Define Work Study? Explain the types of Work Study? | Understanding (L2) | CO2 | 7M |
| 7 | What is the importance of Inventory Control? | Understanding (L2) | CO2 | 7M |
| 8 | Define Material Management and Explain its objectives? | Understanding (L2) | CO2 | 7M |
| 9 | Construct and R charts from the following information and state whether the process in control. For each of the following been computed from a sample of 5 units drawn at an interval of half an hour from an ongoing manufacturing process? Where A2=0.31,D4 =1.78,D3   |  |  |  | | --- | --- | --- | | Sample | Mean | Range | | 1 | 13 | 20 | | 2 | 22 | 35 | | 3 | 35 | 14 | | 4 | 40 | 18 | | 5 | 25 | 10 | | 6 | 29 | 6 | | 7 | 10 | 22 | | 8 | 36 | 14 | | 9 | 25 | 32 | | 10 | 25 | 9 | | Applying/Analyzing(L3/L4) | CO2 | 10M |
| 10 | Explain the ABC Analysis with graphical representation? | Applying/Analyzing(L3/L4) | CO2 | 10M |
| 11 | A chocolate manufacturing company purchases a lot of 9,000 bags of sugar per year. The cost of bag is Rs. 400 and the ordering cost is Rs.200. The inventory carrying cost is estimated to be 10% of the price of the sugar. Find EOQ? | Applying/Analyzing(L3/L4) | CO2 | 10M |
| 12 | A company deals the manufacturing of RAM on mass production basis in the given table, we can observe that no of defectives found in RAM every day and pieces inspected per day is 50 units. Construct P chart ?   |  |  | | --- | --- | | No. of Days | No. of Defective RAMs | | 1 | 10 | | 2 | 9 | | 3 | 10 | | 4 | 9 | | 5 | 5 | | 6 | 6 | | 7 | 2 | | 8 | 3 | | 9 | 9 | | 10 | 4 | | 11 | 9 | | 12 | 10 | | 13 | 8 | | 14 | 9 | | 15 | 10 | | Applying/Analyzing(L3/L4) | CO2 | 10M |
| **UNIT 3**  **BoS Approved DETAILED SYLLABUS**  **Functional Management:**  Concept of HRM, HRD and PMIR- Functions of HR Manager- Wage payment plans (Simple Problems) – Job Evaluation and Merit Rating - Marketing Management- Functions of Marketing – Marketing strategies based on product Life Cycle, Channels of distribution-Principles of Marketing and Marketing Mix | | | | |
| 1 | Explain the concept of HRM? Explain its Nature? | Remembering (L1) | CO3 | 4M |
| 2 | Discuss the Functions of H.R. Manager? | Remembering (L1) | CO3 | 4M |
| 3 | Explain the difference between HRM and PMIR? | Remembering (L1) | CO3 | 4M |
| 4 | What is the difference between HRM and HRD ? | Remembering (L1) | CO3 | 4M |
| 5 | What is job evaluation? | Understanding (L2) | CO3 | 7M |
| 6 | Define Marketing Management? What are the functions of Marketing? | Understanding (L2) | CO3 | 7M |
| 7 | Explain the difference between job evaluation and merit rating? | Understanding (L2) | CO3 | 7M |
| 8 | Define Channel of Distribution and explain various functions of channel of Distribution? | Understanding (L2) | CO3 | 7M |
| 9 | How Marketing mix is important to business enterprise? Explain its essential functions? | Applying/Analyzing(L3/L4) | CO3 | 10M |
| 10 | Explain various wage payment Plans? | Applying/Analyzing(L3/L4) | CO3 | 10M |
| 11 | *Explain about principles of marketing?* | Applying/Analyzing(L3/L4) | CO3 | 10M |
| 12 | What is Product Life Cycle? Explain the Strategies based on Product Life Cycle? | Applying/Analyzing(L3/L4) | CO3 | 10M |
| **UNIT 4**  **BoS Approved DETAILED SYLLABUS**  **Strategic Management** :  Vision, Mission, Goals, Strategy – Elements of Corporate Planning Process – Environmental Scanning – SWOT analysis-Steps in Strategy Formulation and Implementation, Generic Strategy alternatives-Types of Strategies. | | | | |
| 1 | Define Goals? | Remembering (L1) | CO4 | 4M |
| 2 | Elaborate Objectives? | Remembering (L1) | CO4 | 4M |
| 3 | Define vision and mission? | Remembering (L1) | CO4 | 4M |
| 4 | Discuss the key elements of effective Strategic Management? | Remembering (L1) | CO4 | 4M |
| 5 | What is Corporate Planning process? | Understanding (L2) | CO4 | 7M |
| 6 | Explain about Environmental Scanning Process? | Understanding (L2) | CO4 | 7M |
| 7 | Explain the elements of corporate planning process? | Understanding (L2) | CO4 | 7M |
| 8 | Explain how setting of Goals important to an organization? | Understanding (L2) | CO4 | 7M |
| 9 | Discuss about Generic Strategy alternatives? | Applying/Analyzing(L3/L4) | CO4 | 10M |
| 10 | What is Strategy? Explain various types of Strategies? | Applying/Analyzing(L3/L4) | CO4 | 10M |
| 11 | Discuss the SWOT Analysis in detail with examples? | Applying/Analyzing(L3/L4) | CO4 | 10M |
| 12 | What are the steps in strategy and Implementation? | Applying/Analyzing(L3/L4) | CO4 | 10M |
| **UNIT 5**  **BoS Approved DETAILED SYLLABUS**  **Contemporary Management Practice:**  Basic concepts of MIS, MRP, Justin-Time(JIT) system, Total Quality Management(TQM), Six sigma, Capability Maturity Model Levies, Supply Chain Management ,Enterprise Resource Planning , Business Process outsourcing ,Business process Re-engineering, Bench Marking, Balanced Score Card | | | | |
| 1 | Explain the concept of Management Information System? | Remembering (L1) | CO5 | 4M |
| 2 | What is Material Resource Planning? Explain? | Remembering (L1) | CO5 | 4M |
| 3 | Analyse Just-In-Time? | Remembering (L1) | CO5 | 4M |
| 4 | What is Six Sigma? | Remembering (L1) | CO5 | 4M |
| 5 | Explain about Total Quality Management? | Understanding (L2) | CO5 | 7M |
| 6 | Explain about BPO in details? | Understanding (L2) | CO5 | 7M |
| 7 | Explain the concept of and Balanced Score Card? | Understanding (L2) | CO5 | 7M |
| 8 | Explain the levels of CMM Levies? | Understanding (L2) | CO5 | 7M |
| 9 | Explain the concept of Business Process Re-engineering and Balanced Score Card in detail? | Applying/Analyzing(L3/L4) | CO5 | 10M |
| 10 | What are the Components of Supply Chain Management? | Applying/Analyzing(L3/L4) | CO5 | 10M |
| 11 | Explain the process of Bench Marking? | Applying/Analyzing(L3/L4) | CO5 | 10M |
| 12 | Give a brief account of the evolution of Enterprise Resource Planning (ERP). | Applying/Analyzing(L3/L4) | CO5 | 10M |

**L1: Remembering**

**L2: Understanding**

**L3: Applying**

**L4: Analyzing**

**Course Outcomes:**

At the end of the Course, Student will be able to:

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| CO-1 | Have you Understand about the short term and long term goals of management |
| CO-2 | Have you Techniques of Management |
| CO-3 | Have you Presentation skills |
| CO-4 | Have you Familiar about the CMM levels |
| CO-5 | Have you good knowledge in operations management and ethics in management |

**Text Books:**

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| **1** | **Dr. Dr. P. Vijaya Kumar & Dr. N. Appa Rao Principles and Practice of Management** |
| **2** | **Dr. A. R. Aryasri, *Management Science’* TMH 2011.** |
| **3** | **P. Subba Rao “Human Resource Management”.** |

**Reference Books:**

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| **1** | **1. Koontz & Weihrich: ‘Essentials *of management’* TMH 2011** |
| **2** | **2. Seth & Rastogi: Global Management Systems, Cengage learning, Delhi, 2011** |
| **3** | **3. Robbins: Organizational Behaviour, Pearson publications, 2011** |
| **4** | **4. Kanishka Bedi: Production & Operations Management, Oxford Publications, 2011** |
| **5** | **5. Philip Kotler & Armstrong: Principles of Marketing, Pearson publications** |