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| LOGO.jpg | **GEETHANJALI INSTITUTE OF SCIENCE & TECHNOLOGY**  (**AN AUTONOMOUS INSTITUTION**)  **(Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu)**  **(Accredited by NAAC with “A” Grade, NBA (EEE,ECE&ME)&ISO9001:2008CertifiedInstitution)** |
| **QUESTIONBANK(DESCRIPTIVE)**  **Subject Name with Code: MANAGEMENT SCIENCE (MS)**  **Course & Branch: B.Tech & ALL**  **Year & Semester: IV-I Regulation:R22** | |

**UNIT - I**

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| **S. No.** | **Question** | **[BT Level] [CO] [PO]** | **Marks** |
| **2 Marks Questions (Short)** | | |  |
|  | Define management | **L1, CO1, PO8, PO9,PO12** | **2M** |
|  | Management is science or art. | L1, CO1, PO8, PO9,PO12 | 2M |
|  | What are the three levels of management? | L1, CO1, PO8, PO9,PO12 | 2M |
|  | What are the different styles of leadership? | L1, CO1, PO8,PO9,PO10,PO12 | 2M |
|  | Write about Line organization | L1, CO1, PO8,PO9,PO10,PO12 | 2M |
|  | Explain Line & Staff Organization | L1, CO1, PO8,PO9,PO10,PO12 | 2M |
|  | Define Functional Organization | L1, CO2, PO8,PO9,PO10,PO11,PO12 | 2M |
|  | Explain Project Organization | L1, CO2, PO8,PO9,PO10,PO11,PO12 | 2M |
|  | Explain Matrix Organization | L1, CO2, PO8,PO9,PO10,PO11,PO12 | 2M |
|  | Write about committee organization | L1, CO2, PO8,PO9,PO10,PO11,PO12 | 2M |
| **Descriptive Questions (Long)** | | |  |
|  | Explain the nature and importance of management? | L2, CO1, PO8,PO9,PO10 | 10M |
|  |  | L2, CO1, PO8,PO9,PO10, | 10M |
|  | Explain the functions of management in detail? | L2, CO1, PO8,PO9,PO10,PO11,PO12 | 10M |
|  | Discuss the 14 Principles of Management as stated by Henry Fayol. | L2, CO1, PO8,PO9,PO11,PO12 | 10M |
|  | Discuss the importance and principles of scientific management by F.W.Taylor. | L2, CO1, PO8,PO9,PO11,PO12 | 10M |
|  | What is organizational structure? Explain different types of organization in detail. | L2, CO2, PO8,PO9,PO10,PO11,PO12 | 10M |
|  | Explain in detail the social responsibilities of a management. | L2, CO2, PO8,PO9,PO10,PO11,PO12 | 10M |
|  | Explain in detail about mayo’s human resource approach. | L2, CO2, PO8,PO9,PO10,PO11,PO12 | 10M |
|  | Discuss about systems approach to management | L2, CO2, PO8,PO9,PO10,PO11,PO12 | 10M |

**UNIT - II**

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| **S. No.** | **Question** | **[BT Level] [CO]** | **Marks** |
| **2 Marks Questions (Short)** | | |  |
|  | Define operations management. | L2, CO3, PO9, PO11,PO12 | 2M |
|  | Definition of Inventory control. | L2, CO3, PO9, PO11,PO12 | 2M |
|  | Define materials management. | L2, CO3, PO9, PO11,PO12 | 2M |
|  | What is the Need for inventory control? | L1, CO3, PO9, PO11,PO12 | 2M |
|  | Write the important objectives of inventory. | L1, CO3, PO9, PO11,PO12 | 2M |
|  | Define marketing management. | L2, CO3, PO9, PO11,PO12 | 2M |
|  | What is purchase procedure. | L1, CO3, PO9, PO11,PO12 | 2M |
|  | Define plant Location. | L2, CO3, PO9, PO11,PO12 | 2M |
|  | Define plant layout. | L2, CO3, PO9, PO11,PO12 | 2M |
|  | Write about store management. | L1, CO3, PO9, PO11,PO12 | 2M |
| **Descriptive Questions (Long)** | | |  |
|  | Explain principles and types of plant lay out? | L2, CO3, PO9, PO11,PO12 | 10M |
|  | What is meant by production? Explain different Types of Plant Layou and methods of production in detail. | L1, CO3, PO9, PO11,PO12 | 10M |
|  | What is meant by work study? Explain in detail about method study and work measurement. | L2, CO3, PO9, PO11,PO12 | 10M |
|  | Write short notes on Statistical Quality control charts. | L2, CO3, PO9, PO11,PO12 | 10M |
|  | Explain in detail about Deming ‘s contribution to Quality | L2, CO3, PO9, PO11,PO12 | 10M |
|  | What is meant by inventory control? Discuss inventory control methods in detail. | L2, CO3, PO9, PO11,PO12 | 10M |
|  | What do you understand by Marketing? Write short notes on functions of marketing. | L2, CO3, PO9, PO11,PO12 | 10M |
|  | Explain various stages of Product life cycle with a neat diagram. | L3, CO3, PO9, PO11,PO12 | 10M |
|  | Explain about in detail about Marketing mix with suitable examples. | L3, CO3, PO9, PO11,PO12 | 10M |
|  | Explain in detail about channels of distribution. | L2, CO3, PO9, PO11,PO12 | 10M |
|  | Briefly explain Advertisement and Sales Promotion. | L2, CO3, PO9, PO11,PO12 | 10M |

**UNIT - III**

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| **S. No.** | **Question** | **[BT Level] [CO]** | **Marks** | |
| **2 Marks Questions (Short)** | | | |  | |
|  | Define Human Resource Management. | L1, CO4, PO9,PO10,PO11,PO12 | 2M | |
|  | Define Human Resource Planning. | L1, CO4, PO9,PO10,PO11,PO12 | 2M | |
|  | What is meant by induction? | L1, CO4, PO9,PO10,PO11,PO12 | 2M | |
|  | What is performance appraisal? | L1, CO4, PO9,PO10,PO11,PO12 | 2M | |
|  | What is Grievance? | L1, CO4, PO9,PO10,PO11,PO12 | 2M | |
|  | Explain about wage and salary administration. | L1, CO4, PO9,PO10,PO11,PO12 | 2M | |
|  | What are the on-the -job methods? | L1, CO4, PO9,PO10,PO11,PO12 | 2M | |
|  | Explain the concept of job evaluation. | L2, CO4, PO9,PO10,PO11,PO12 | 2M | |
|  | What is induction? | L1, CO4, PO9,PO10,PO11,PO12 | 2M | |
|  | Define placement. | L1, CO4, PO9,PO10,PO11,PO12 | 2M | |
| **Descriptive Questions (Long)** | | | |  | |
|  | Explain the functions of HR Manager in brief. | L2, CO4, PO9,PO10,PO11,PO12 | 10M | |
|  | What do you mean by recruitment? Explain the sources of recruitment. | L1, CO4, PO9,PO10,PO11,PO12 | 10M | |
|  | What is meant by selection? Explain and evaluate the selection process. | L2, CO4, PO9,PO10,PO11,PO12 | 10M | |
|  | What is the purpose of Training? Explain the different Training Methods? | L2, CO4, PO9,PO10,PO11,PO12 | 10M | |
|  | What is performance appraisal? Explain its methods. | L2, CO4, PO9,PO10,PO11,PO12 | 10M | |
|  | Explain in detail Human Resource Planning (HRP). | L2, CO4, PO9,PO10,PO11,PO12 | 10M | |
|  | Explain in detail about Job Analysis. | L3, CO4, PO9,PO10,PO11,PO12 | 10M | |
|  | What is meant by grievance handling? What are the steps involved in handling a Grievance? | L3, CO4, PO9,PO10,PO11,PO12 | 10M | |

**UNIT - IV**

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| **S. No.** | **Question** | **[BT Level] [CO]** | **Marks** |
| **2 Marks Questions (Short)** | | |  |
|  | Define strategic management. | L1, CO5, PO5,PO10,PO11,PO12 | 2M |
|  | What is mission? | L1, CO5, PO5,PO10,PO11,PO12 | 2M |
|  | What are objectives? | L1, CO5, PO5,PO10,PO11,PO12 | 2M |
|  | What is Environmental scanning? | L1, CO5, PO5,PO10,PO11,PO12 | 2M |
|  | Define SWOT analysis. | L2, CO5, PO5,PO10,PO11,PO12 | 2M |
|  | Define project management. | L2, CO5, PO5,PO10,PO11,PO12 | 2M |
|  | Define network analysis. | L2, CO5, PO5,PO10,PO11,PO12 | 2M |
|  | Define Project Cost. | L1, CO5, PO5,PO10,PO11,PO12 | 2M |
|  | Define critical activity. | L2, CO5, PO5,PO10,PO11,PO12 | 2M |
|  | Define crash cost. | L2, CO5, PO5,PO10,PO11,PO12 | 2M |
| **Descriptive Questions (Long)** | | |  |
|  | What is meant by strategic management? Explain the need and importance of strategic management. | L2, CO5, PO5,PO10,PO11,PO12 | 10M |
|  | Explain about the elements Vision, Mission and Goals. | L2, CO5, PO5,PO10,PO11,PO12 | 10M |
|  | Explain in detail about strategic management process. | L2, CO5, PO5,PO10,PO11,PO12 | 10M |
|  | Explain the elements and concepts of Corporate Planning process. | L2, CO5, PO5,PO10,PO11,PO12 | 10M |
|  | Discuss the steps involved in Strategy Formulation and Implementation. | L3, CO5, PO5,PO10,PO11,PO12 | 10M |
|  | Explain the concept of SWOT analysis. | L2, CO5, PO5,PO10,PO11,PO12 | 10M |
|  | Explain about the process of environmental scanning. | L2, CO5, PO5,PO10,PO11,PO12 | 10M |
|  | Differentiate between PERT and CPM. | L4, CO5, PO5,PO10,PO11,PO12 | 10M |
|  | Consider a project consisting of 9 jobs with the following precedence relations and  average time estimates   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Job | 1-2 | 1-4 | 2-4 | 3-4 | 2-3 | 2-5 | 3-5 | 5-6 | 4-6 | 6-7 | 7-8 | | Time (weeks) | 2 | 3 | 2 | 4 | 3 | 2 | 4 | 2 | 2 | 1 | 1 |   (a) Draw the project network  (b) Identify the critical path.  (c) Determine the project completion time. | L4, CO5, PO5,PO10,PO11,PO12 | 10M |
|  | What are the various terms used in network analysis? | L1, CO5, PO5,PO10,PO11,PO12 | 10M |
|  | Explain in detail about network analysis techniques? | L2, CO5, PO5,PO10,PO11,PO12 | 10M |
|  | What is meant by project management? Explain about the importance of project management. | L2, CO5, PO5,PO10,PO11,PO12 | 10M |

**UNIT - V**

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| **S. No.** | **Question** | **[BT Level] [CO]** | **Marks** |
| **2 Marks Questions (Short)** | | |  |
|  | Define MRP. | L2, CO6, PO8,PO9,PO11,PO12 | 2M |
|  | Define BPR. | L1, CO6, PO8,PO11,PO12 | 2M |
|  | What is benchmarking? | L2, CO6, PO8,PO9,PO11,PO12 | 2M |
|  | Define balanced score card. | L1, CO6, PO8,PO9,PO11,PO12 | 2M |
|  | Define performance management. | L2, CO6, PO8,PO9,PO10,PO11,PO12 | 2M |
|  | Define six sigma. | L1, CO6, PO8,PO9,PO10,PO11,PO12 | 2M |
|  | What is BPO? | L1, CO6, PO8,PO11,PO12 | 2M |
|  | Define supply chain management. | L2, CO6, PO8,PO9,PO10,PO12 | 2M |
|  | What is MIS? | L1, CO6, PO8,PO9,PO10,PO11,PO12 | 2M |
| **Descriptive Questions (Long)** | | |  |
|  | Explain about Total Quality Management and its importance in Current Business Scenario. | L2, CO6, PO8,PO9,PO10,PO11,PO12 | 10M |
|  | Write short notes on a) Six Sigma .  b) Supply Chain management. | L2, CO6, PO8,PO9,PO10,PO11,PO12 | 10M |
|  | Write short notes on:   * 1. A) Management Information System.   2. B) Business Process Outsourcing. | L3, CO6, PO8,PO9,PO10,PO11,PO12 | 10M |
|  | Write short notes on a) MRP  b) Knowledge Management | L2, CO6, PO8,PO9,PO10,PO11,PO12 | 10M |
|  | Explain bench marking process and importance of BPR. | L2, CO6, PO8,PO9,PO10,PO11,PO12 | 10M |
|  | Explain importance of balance scorecard and need for customer relationship management. | L3, CO6, PO8,PO9,PO10,PO11,PO12 | 10M |
|  | Explain the following   * 1. A) Enterprise resource planning.   2. B) Materials requirement planning. | L2, CO6, PO8,PO9,PO10,PO11,PO12 | 10M |
|  | Explain the following:   * 1. A) Six Sigma.   2. B) Performance management. | L2, CO6, PO8,PO9,PO10,PO11,PO12 | 10M |