

III B. Tech I Semester Supplementary Examinations, August - 2021**MANAGEMENT SCIENCE**

(Common to Civil Engineering and Petroleum Engineering)

Time: 3 hours

Max. Marks: 70

Note: 1. Question Paper consists of two parts (**Part-A** and **Part-B**)2. Answer **ALL** the question in **Part-A**3. Answer any **FOUR** Questions from **Part-B**

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**PART -A****(14 Marks)**

1. Describe the following:
  - a) Intrinsic Motivation. [2M]
  - b) Work Study. [2M]
  - c) HRD. [2M]
  - d) Network Diagram. [3M]
  - e) Strategy Implementation. [3M]
  - f) JIT. [2M]

**PART -B****(56 Marks)**

2. a) What do you mean by organization structure? Explain the types of organization structure. [7M]
- b) Explain Herzberg's two factor theory of motivation. [7M]
3. a) What are the principles and types of management? Explain. [7M]
- b) Explain EOQ technique of inventory management in detail. [7M]
4. a) What do you mean by marketing management? Explain the functions of marketing. [7M]
- b) Elucidate the significance of PMIR in organizations. [7M]
5. a) Differentiate the PERT and CPM. [7M]
- b) The following table lists the jobs of a network along with their estimates. [7M]

| Activity | Time (in weeks) |       | Cost (Rs) |       |
|----------|-----------------|-------|-----------|-------|
|          | Normal          | Crash | Normal    | Crash |
| 1-2      | 9               | 4     | 1300      | 2400  |
| 1-3      | 15              | 13    | 1100      | 1380  |
| 2-3      | 7               | 4     | 7000      | 1540  |
| 2-4      | 7               | 3     | 1200      | 1920  |
| 2-5      | 12              | 6     | 1700      | 2240  |
| 3-6      | 12              | 11    | 600       | 700   |
| 4-5      | 6               | 2     | 1000      | 1600  |
| 5-6      | 9               | 6     | 900       | 1200  |

- i) Draw the project network diagram
- ii) Calculate length and variance of the critical path.
- iii) What is the probability that the jobs on the critical path can be completed in 41 days?

Code No: **R1631011**

**R16**

SET - 1

6. a) What are the elements of corporate planning process? Explain. [7M]  
b) Explain in detail about various strategies used during expansion of business. [7M]
7. a) Do you think Management Information System is essential for today's organizations? Why? [7M]  
b) Explain in detail about Capability Maturity Model. [7M]

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