R13

IV B.Tech II Semester Regular/Supplementary Examinations, April - 2018
MANAGEMENT SCIENCE
(Common to Computer Science and Engineering, Information Technology and Automobile Engineering)

Time: 3 hours   **Max. Marks: 70**

Question paper consists of Part-A and Part-B
Answer ALL sub questions from Part-A
Answer any THREE questions from Part-B
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PART–A *(22 Marks)*

1.	a)	What are the sources of motivation?	[3]
	b)	Explain the concept of material management.	[4]
	c)	What is the role of marketing mix in framing marketing strategies?	[4]
	d)	What are the different errors in drawing networks?	[4]
	e)	What are the different levels of strategy?	[4]
	f)	What is balanced score card?	[3]

PART–B *(3x16 = 48 Marks)*

2. a) Discuss Herzberg Two factor theory in detail. [8]
   b) Discuss the concept of delegation of authority in context to designing of organization structure. [8]

3. a) Define method study and list out of its objectives and significance. [8]
   b) Explain the concept of ABC analysis. [8]

4. a) What are the advantages of having HRD practices in an organization? [8]
   b) Explain various concepts of 4P's marketing with suitable examples. [8]

5. a) Write a short note:
      (i) Earliest time   (ii) Latest time
      (iii) critical path   (iv) floats [8]
   b) Given the following data, prepare a network and determine the earliest time, latest time and slack for each event. Also identify the critical path. [8]

Activity	1-2	1-3	1-4	2-5	2-8	3-6	4-6	4-7
Duration	8	4	5	5	4	7	4	7
Activity	5-8	6-8	6-9	7-9	8-10	9-10		
duration	4	2	3	2	2	3		

6. a) Describe the steps involved in strategic formulation and implementation. [8]
   b) Explain porter's generic strategic application. [8]

7. a) Explain the five levels of capability maturity model [8]
   b) Enumerate various TQM tools and techniques used for quality measurement. [8]

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PART–A *(22 Marks)*

1. a) Draw a Line and staff organization structure. [4]
    b) What are the different principles of management? [4]
    c) Explain the functions of marketing. [3]
    d) What is cost slope? [3]
    e) Is mission statement necessary for an organization? Comment. [4]
    f) What are the key aspects of benchmarking? [4]

PART–B *(3x16 = 48 Marks)*

2. a) Explain the principles of organization in modern eara. [8]
    b) Briefly explain organization structures with examples. [8]

3. a) What are the elements involved in statistical quality control. [8]
    b) Is ABC analysis a better inventory control model? Comment. [8]

4. a) Differentiate between HRM and HRD. [8]
    b) What is meant by product life cycle? What are the market strategies to be
        followed in each of those stages? [8]

5. a) The following table provides project cost and time details.

Activity	Normal time(days)	Crash time(days)	Normal cost(Rs)	Crash cost
1-2	20	17	600	720
1-3	25	25	200	200
2-3	10	8	300	440
2-4	12	6	400	700
3-4	5	2	300	420
4-5	10	5	300	600

   Draw the network diagram, find the optimum duration and cost of the project. [8]
    b) What are the difference between PERT and CPM in modern concept. [8]

6. a) Discuss the external and internal environment factors to be considered while
        formulating a strategy [8]
    b) What is the role of environmental scanning in business decision making?
        Explain. [8]

7. a) Enumerate the different methods which are available to determine effective lot
        size in MRP. [8]
    b) What is supply chain management? What are the benefits of SCM? [8]

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PART–A *(22 Marks)*

1.	a)	Explain the concept of management.	[3]
	b)	Explain the importance of Inventory control in production.	[4]
	c)	What are the objectives of HRM?	[3]
	d)	What are the types of Activities in project management?	[4]
	e)	Differentiate the Goals and Objectives with examples.	[4]
	f)	Explain the scope and importance of MIS.	[4]

PART–B *(3x16 = 48 Marks)*

2.　a)　Explain the steps of decision making process.　[8]
　　b)　Explain the matrix and functional organizational structures with suitable [8]
　　　　examples.

3.　a)　Explain the role and importance of control charts in production.　[8]
　　b)　Briefly explain the process of method study and micro motion study.　[8]

4.　a)　"Does Job evaluation create unnecessary pressure on employees in
　　　　organization"? justify　[8]
　　b)　What do you understand by channels of distributions?　[8]

5.　a)　How does the CPM technique help a business manager in decision making?　[8]
　　b)　Assuming that the expected times are normally distributed; find the probability
　　　　of meeting the schedule date as given for the network.

Activity(i-j)	Optimistic	Most likely	Pessimistic
1-2	2	5	14
1-3	9	12	15
2-4	5	14	17
3-4	2	5	8
4-5	6	6	12
3-5	8	17	20

　　　　Scheduled project completion date is 30 days. Also find the date which the
　　　　project manager can complete the project with probability of 0.90.　[8]

6.　a)　Illustrate the importance of environmental scanning.　[8]
　　b)　Explain the elements involved in corporate planning process.　[8]

7.　a)　What is JIT? Write a brief notes on 'Business process reengineering'.　[9]
　　b)　Explain the supply chain management　[7]

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PART–A *(22 Marks)*

1. a) Discuss the functions of management.   [4]
   b) Explain the role of quality control.   [3]
   c) Write a brief note on merit rating.   [3]
   d) Write about PERT in network analysis.   [4]
   e) What are the advantages of Environmental scanning?   [4]
   f) Explain MRP concept.   [4]

PART–B *(3x16 = 48 Marks)*

2. a) Explain the nature and importance of management   [8]
   b) Explain Maslow's Need – Hierarchy theory   [8]

3. a) Differentiate between observed time, normal time and standard time   [8]
   b) Write a detail note on work sampling. Explain the importance also.   [8]

4. a) What do you understand by job evaluation? What are the principles of job
      evaluation?   [8]
   b) Discuss the essentials of wage payment plans.   [8]

5. a) Define network. Write the rules for drawing network diagram with examples. [8]
   b) A project schedule has the following characteristics

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

   (i) Construct a network diagram
   (ii) Find the critical path and project duration.   [8]

6. a) Differentiate Strategic planning, Tactical planning and Operational planning. [8]
   b) What is SWOT analysis? Explain the process of SWOT analysis.   [8]

7. a) Explain the overview and scope of ERP in business practices.   [8]
   b) Write a detailed note on six sigma concept.   [8]

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