Code No: **RT42052**

R13

Set No. 1

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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Answer ALL sub questions from Part-A
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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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Answer ALL sub questions from Part-A
Answer any THREE questions from Part-B
*****

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 examples. [8]

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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Set No. 4

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Question paper consists of Part-A and Part-B
Answer ALL sub questions from Part-A
Answer any THREE questions from Part-B
*****

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]