

Code No: RT42052

R13

Set No. 1

IV B.Tech II Semester Regular/Supplementary Examinations, April/May - 2019

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

PART-A (22 Marks)

1. a) Write briefly about Maslow's Need Hierarchy. [4]
- b) What are quality control charts? [3]
- c) Write briefly about the phases of Product Life Cycle. [4]
- d) What is CPM? [3]
- e) What is SWOT Analysis? [4]
- f) Write short notes on MIS. [4]

PART-B (3x16 = 48 Marks)

2. a) Explain the concept of principles of organization. [8]
- b) Define Management. Explain the importance and functions of Management. [8]
3. a) Explain briefly different stores management techniques. [8]
- b) What is Work Study? Explain the process of carrying out Work Study. [8]
4. a) What is the importance of HR Management? Explain the functions of HR Manager. [8]
- b) Briefly explain different wage payment plans. [8]
5. a) What is PERT? Draw the PERT diagram from the following information:

Activity	Duration	Precedence
A	8	-
B	8	-
C	9	-
D	3	A
E	6	B
F	2	C
G	7	D,E,F
H	6	C
I	0	G,H

[8]

- b) What do you mean by Project Crashing? The following table gives data on normal time and cost, and crash time and cost for a project. Find the minimum total time of the project after crash and the corresponding cost, taking into consideration the time minimum crash cost.

Activity	Normal		Crash	
	Time (Days)	Cost (Rs.)	Time (Days)	Cost (Rs.)
1-2	12	120	8	200
1-3	8	120	4	400
2-4	10	100	6	300
2-5	6	90	2	130
3-4	12	180	8	400
4-6	16	160	8	600
5-6	8	80	4	200
6-7	6	90	4	160

[8]

6. a) Explain the concepts of Vision, Mission, Goals and Strategy with suitable examples. [8]
 b) Explain in detail the stages involved in strategy formulation and implementation. [8]
7. a) What is Supply Chain Management? Write its importance. [8]
 b) Explain the concepts of Six Sigma and Capability Maturity Model. [8]

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PART-A (22 Marks)

1. a) Write about Vroom's theory of Motivation. [4]
- b) Explain briefly about Work Study. [3]
- c) What are the channels of distribution? [4]
- d) What is Network Model? Write about its importance. [3]
- e) Define Vision, Mission, Goals and Objectives. [4]
- f) Discuss about FSN analysis. [4]

PART-B (3x16 = 48 Marks)

2. a) Define Management. Explain the functions of Management. [8]
- b) Explain the process of designing organizational structure. [8]
3. a) What do you understand by Control Charts? Explain briefly about different Control Charts. [8]
- b) What is EOQ? Determine EOQ of a product 'P' used by Rao Ltd., if the annual requirements of this product 'P' is 5000 units and ordering cost is Rs. 100 per order, and carrying cost is Re.1 per unit. [8]
4. a) Define Marketing. Explain the functions of Marketing. [8]
- b) Define HRM. Distinguish between HRM and HRD. [8]
5. a) What is the importance of PERT in Project Management? Distinguish between PERT and CPM. [8]
- b) The following table gives data on normal time and cost, and crash time and cost for a project. Draw the network for the project. Find the minimum total time of the project after crash and the corresponding cost, taking into consideration the time minimum crash cost. [8]

Activity	Normal		Crash	
	Time (Days)	Cost (Rs.)	Time (Days)	Cost (Rs.)
1-2	6	60	4	100
1-3	4	60	2	200
2-4	5	50	3	150
2-5	3	45	1	65
3-4	6	90	4	200
4-6	8	80	4	300
5-6	4	40	2	100
6-7	3	45	2	80

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Set No. 2

6. a) Explain different elements of Corporate Planning Process. [8]
b) What is Strategy? Explain different steps in Strategy formulation and implementation. [8]
7. a) Explain how ERP is useful in Educational Institutions. [8]
b) What is Business Process Re-engineering? Explain the issues involved in it. [8]

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Set No. 3

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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

PART–A (22 Marks)

1. a) Briefly explain the functions of Management. [4]
- b) What is the need for Inventory control? [3]
- c) What is the importance of Channels of Distribution? [4]
- d) What is Probability? Write its importance. [3]
- e) What do you understand by environmental scanning? [4]
- f) Write short notes on Balanced Score Card. [4]

PART–B (3x16 = 48 Marks)

2. a) What is Motivation? Explain Theory 'X'. [8]
- b) Explain briefly different types of Organizational Structure. [8]
3. a) What is Statistical Quality Control? Explain Control Charts that are used for good units and defective units. [8]
- b) Perform ABC Analysis on the following sample of items of an inventory of Rao Ltd.

Item	Annual Consumption	Price/unit in Rs.
A	300	0.1
B	2800	0.15
C	30	0.1
D	1100	0.05
E	40	0.05
F	220	1.00
G	150	0.05
H	800	0.05
I	600	0.15
J	80	0.1

4. a) What is Job evaluation? Discuss the methods of Job evaluation. [8]
- b) Explain different marketing strategies based on Product Life Cycle. [8]

5. a) Draw the PERT model for the following information and identify the Critical path.

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

[8]

- b) The normal duration and cost as well as crash duration and cost for each activity are given below. Find the normal and crash duration of the project.

Activity	Normal		Crash	
	Duration (hrs.)	Cost (Rs. Per hr.)	Duration (hrs.)	Cost (Rs.)
1-2	6	100	4	180
2-3	2	200	1	250
2-4	3	80	2	100
3-5	1	30	1	30
3-7	9	150	6	180
4-6	8	140	6	170
6-7	5	70	2	100
6-8	10	100	5	200
7-9	2	25	2	25
8-9	3	10	1	30
9-10	8	70	4	150

[8]

6. a) What is Strategy? Explain different types of strategies and also state different Generic Strategy alternatives. [8]
 b) What is SWOT Analysis? How do you carry out SWOT Analysis? [8]
7. a) Explain the concepts of Enterprise Resource Planning (ERP) and Business Process Outsourcing (BPO). [8]
 b) What is Total Quality Management? Explain its importance. [8]

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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

PART-A (22 Marks)

1. a) Write briefly about Hygiene Theory of Motivation. [4]
- b) Explain briefly about P-Chart and C-Chart. [3]
- c) What is job evaluation? Write its importance. [4]
- d) What is Critical Path? [3]
- e) Write short notes on SWOT Analysis. [4]
- f) What is the importance of Supply Chain Management? [4]

PART-B (3x16 = 48 Marks)

2. a) Explain the nature and the importance of Management. [8]
- b) What are the principles of Organization? Explain briefly. [8]
3. a) Explain Work Study, Method Study and Work Measurement. Establish a relationship between these three. [8]
- b) Do an ABC analysis for the following items of an inventory.

Item	Annual Consumption	Price/unit in Rs.
A	600	0.2
B	5600	0.3
C	60	0.2
D	2200	0.1
E	80	0.1
F	440	2.00
G	300	0.1
H	1600	0.1
I	1200	0.3
J	160	0.2

4. a) Distinguish between HRM and HRD. Also state the functions of HR Manager. [8]
- b) Define Marketing. What are its functions? Explain different Channels of Distribution. [8]

5. a) Differentiate between PERT and CPM. Draw the PERT diagram from the following information.

Activity	Duration	Precedence
A	16	-
B	16	-
C	18	-
D	6	A
E	12	B
F	4	C
G	14	E,F
H	12	C
I	0	D,G,H

[8]

- b) The normal duration and cost as well as crash duration and cost for each activity are given below. Find the normal and crash duration and costs of the project.

Activity	Normal		Crash	
	Duration (hrs.)	Cost (Rs. Per hr.)	Duration (hrs.)	Cost (Rs.)
1-2	12	200	8	360
2-3	4	400	2	500
2-4	6	160	4	200
3-5	2	60	2	60
3-7	18	300	12	360
4-6	16	280	12	340
6-7	10	140	4	200
6-8	20	200	10	400
7-9	4	50	4	50
8-9	6	20	2	60
9-10	16	140	8	300

[8]

6. a) Define concepts of Vision, Mission, Goals and Strategy. Explain different elements of Corporate Planning Process. [8]
- b) What do you understand by Generic Strategy Alternatives? Explain the steps in Strategy Formulation. [8]
7. a) Explain how Six Sigma and Capability Maturity Model are useful in Total Quality Management. [8]
- b) Explain briefly the concepts of Enterprise Resource Planning, Business Process Outsourcing and Business Process Re-engineering. [8]