

III B.Tech II Semester Regular Examinations, Apr/May 2007
MANAGEMENT SCIENCE
 (Common to Mechanical Engineering, Computer Science & Engineering,
 Chemical Engineering, Information Technology, Metallurgy & Material
 Technology, Electronics & Computer Engineering and Production
 Engineering)

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. (a) What is the significance of Hawthorne experiments for management?
 (b) Explain the Maslow's Theory of Hierarchy of Human Needs. [8+8]
2. (a) What do you understand by decentralization?
 (b) How do you determine the need for decentralization? Explain. [8+8]
3. (a) What is work study?
 (b) Explain its salient features and relevance in the modern context. [6+10]
4. (a) Explain the features of good stores layout?
 (b) Explain the formats of different documents used in a store? [8+8]
5. What are the key functions of a Human Resource Manager? [16]
6. What do you understand by job evaluation? Explain in detail different methods of job evaluation. [16]
7. Identify the factors that are to be diagnosed in external and internal environment of a business organization. [16]
8. Given the following data, work out the minimum duration of the project and corresponding cost. [16]

Activity	Job	Time		Cost	
A	1-2	10	6	400	600
B	1-3	4	2	100	140
C	2-4	6	4	360	440
D	3-4	8	4	600	900
E	2-5	8	6	840	1100
F	4-6	6	2	200	300
G	5-6	10	8	1200	1400

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1. (a) Discuss the main components of Theory of Scientific Management.
(b) How has it influenced the thinking of managers? Explain. [8+8]
2. Explain the concept of organization as a process and as a structure. [16]
3. (a) What are the objectives of plant layout?
(b) Explain the factors influencing plant layout. [8+8]
4. (a) Define 'Market Segmentation'.
(b) Explain clearly the basis for market segmentations. [6+10]
5. What are the key functions of a Human Resource Manager? [16]
6. Explain how manpower planning helps to evolve different HR strategies. [16]
7. What is SWOT analysis? What is its significance? [16]
8. Explain and illustrate what you understand by network analysis. How would you compare PERT with CPM? [16]

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1. What are the managerial functions in any service providing organization like Bharat Sanchar Nigam Limited (BSNL), Life Insurance Corporations of India etc., [16]
2. Explain the concept of organization as a process and as a structure. [16]
3. (a) What are the objectives of plant layout?
 (b) Explain the factors influencing plant layout. [8+8]
4. (a) Describe the various stages of product life cycle.
 (b) Explain how strategies keep changing in time with changes in the stages of product life cycle? [8+8]
5. 'The success of an organization to a greater extent depends on how the HRD acts'-
 Substantiate. [16]
6. What are the objectives and activities associated with manpower planning? Explain. [16]
7. What are the factors of external and internal environmental to be considered for formulating the strategy? Explain. [16]
8. Draw the network for the following project, identify
 - (a) the critical path,
 - (b) find the project duration and
 - (c) indicate slack at each event. [6+5+6]

Activity	0-1	1-3	1-2	2-3	1-4	3-4	4-5
Time(months)	3	16	6	8	10	5	3

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1. (a) Discuss the main components of Theory of Scientific Management.
 (b) How has it influenced the thinking of managers? Explain. [8+8]
2. What is matrix organization and what is uniqueness? [16]
3. (a) What are the objectives of plant layout?
 (b) Explain the factors influencing plant layout. [8+8]
4. (a) Explain the functions of materials manager?
 (b) How are the activities need coordination with other functional areas? [8+8]
5. What are the key functions of a Human Resource Manager? [16]
6. What is performance appraisal? What are the steps involved in performance appraisal? [16]
7. Identify the factors that are to be diagnosed in external and internal environment of a business organization. [16]
8. (a) Draw a Gantt Chart for the following programme and prepare a milestone chart for the Gantt Chart.

Finalize Specifications	1 week
Prepare engineering drawings	2 weeks
Order materials and equipments	1 weeks
Receive equipments and materials	3 weeks
Fabricate and assemble	3 week
Test and inspect	1 week
Pack and dispatch to customers	1 week

- (b) Explain the limitations of Gantt chart. [16]
