

IV B.TECH II SEM – REGULAR / SUPPLEMENTARY EXAMINATIONS MAY -2010**MANAGEMENT SCIENCE**

**Common to Information Technology, Computer Science And Engineering,
Computer Science And Systems Engineering**

Time: 3 hours**Max Marks: 80**

**Answer any FIVE Questions
All Questions carry equal marks**

1. Define purchasing. State the objectives of purchasing. [16]
2. What is SWOT analysis and explain its role strategy formulation. [16]
3. Explain the following:
 - (a) Principle of Authority and Responsibility
 - (b) Principle of Unity of Command
 - (c) Principle of Span of Control
 - (d) Principle of Exception. [4×4]

4. From the activity details given below, determine the optimal project duration and optimal project cost. Indirect cost is Rs100 per day. [16]

Activity	Normal		Crash	
	Time(days)	Cost(Rs)	Time(days)	Cost(Rs)
1-2	8	1000	6	2000
1-3	4	1500	2	3500
2-4	2	500	1	900
2-5	10	1000	5	4000
3-4	5	1000	1	2000
4-5	3	800	1	1000

5. Explain theory X and theory Y as theories of motivation. [16]
6. What is standard time? Describe briefly the steps involved in arriving at standard time beginning with observed time. [16]
7. Do you prefer centralized recruitment or de-centralized recruitment for recruiting executives in public sector? Substantiate your argument with adequate reasoning. [16]
8. Is re-engineering another fad or does it offer something of lasting value? [16]
