

III B.Tech. II Semester Supplementary Examinations, January -2014

MANAGEMENT SCIENCE

(Comm to EEE,ECE,CSE,CHEM,EIE,BME,IT)

Time: 3 Hours**Max Marks: 75**

Answer any FIVE Questions
All Questions carry equal marks

1. Define management. Explain the nature and importance of management
2. Explain the need for and importance of inventory control in an organization.
3. What do you mean by job evaluation? Explain the methods of job evaluation.
4. From the table given, a) Draw the project network b) Calculate the length and variance
c) Identify the critical path

Job	Duration(in days)		
	Optimistic time(t_o)	Mostlikely time(t_m)	Pessimistic time(t_p)
1-2	3	6	15
1-6	2	5	14
2-3	6	12	20
2-4	2	5	08
3-5	5	10	17
4-5	3	6	15
6-7	3	8	27
5-8	1	4	07
7-8	4	9	48

5. Explain the importance of vision and mission statements in organizations.
6. What is ethics? Explain the importance of ethics in HRM
7. Explain the problems and challenges of cross cultural communication.
8. Explain
 - a) TQM
 - b) MIS

Code No: R32026

R10

Set No: 2

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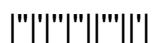
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1. What do you mean by motivation? Explain Herzberg's two-factor theory of motivation.
2. Define the terms inventory and inventory control. Explain the need for inventory control
3. Explain the role of HR manager in carrying out recruitment process in an organization.
4. Differentiate between PERT and CPM
5. Explain various steps involved in strategy formulation and implementation.
6. Write about the importance of ethics in marketing.
7. Define interview? Elucidate the different techniques of interview.
8. Explain
 - a) JIT
 - b) Balanced score card



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Set No: 3

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1. Write about the decision making process in detail.
2. What do you mean by inventory control? Explain EOQ method of inventory control.
3. Write about the channels of distribution in detail.
4. Write in detail the rules and guidelines of constructing a network diagram.
5. Explain the need and importance of SWOT analysis in an organization.
6. What is ethics? Explain the importance of ethics in financial management.
7. What is the significance of presentation skills in business? Write about the techniques of Presentation?
8. Explain
 - a) Supply chain management
 - b) BPO



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R10

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Time: 3 Hours

Max Marks: 75

Answer any FIVE Questions
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1. Define organization and organization structure. Explain the principles of organization.
2. Explain the concept of Work study in detail.
3. Explain different marketing strategies that can be adopted based on product life cycle stages.
4. Identify the critical path for the following network and show how far it can be crashed and also show the extent of increase in normal cost with every stage of crashing.

Activity	Time(in weeks)		Cost(in Rs)	
	Normal	Crash	Normal	Crash
1-2	4	3	8000	15500
1-3	8	5	5000	9500
2-3	6	4	7000	9000
2-4	9	7	9000	14000
3-4	5	3	6000	12000

5. Explain the elements of corporate planning process in detail.
6. Explain the importance of ethics in business and management.
7. Define Report? Explain the process of writing a report in detail?
8. Explain
 - a) Benchmarking
 - b) Performance management

