

S. 6

Code No.: 9AHS701/R09

III B.Tech. II Semester Regular and Supplementary Examinations

April/May - 2013

MANAGEMENT SCIENCE

(Common to EEE and ECC)

Set-2

Time: 3 Hours

Max. Marks: 70

*Answer any FIVE Questions
All Questions carry Equal Marks*

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1. Define management. State the important characteristics of management.

2. Write short notes on,
 - (a) What is meant by departmentation and decentralization?
 - (b) Distinguish between formal and informal organization.

3. Explain the concept of SQC. Explain how you can construct control charts for the variables.

4. Define channels of distribution. State its functions.

5.
 - (a) Write a note on recruitment and selection.
 - (b) Discuss wage and salary administration.

6.
 - (a) Discuss the uses of PERT for planning, scheduling and controlling of projects.
 - (b) Write a note on Fulkerson's principle.

7.
 - (a) What do you understand by strategic business unit? Discuss its role and relevance in corporate planning.
 - (b) What do you understand by SWOT analysis?

8. Is re-engineering another fad or does it offer something of lasting value?