

S. 8

Code No.: 9AHS701/R09

III B.Tech. II Semester Regular and Supplementary Examinations

April/May - 2013

MANAGEMENT SCIENCE

(Common to EEE and ECC)

Set-3

Time: 3 Hours

Max. Marks: 70

*Answer any FIVE Questions
All Questions carry Equal Marks*

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1. Why is management considered as a profession and what factors make it a profession?

2. Discuss the features of line and staff organization and illustrate their suitability.

3. What is work study? Outline the basic procedure involved in work management.

4. Define consumer behaviour. What is its importance in marketing?

5. (a) Differentiate wage and salary. Explain when each of these is admissible with example. (b) Explore the ways by which human resources can be developed.

6. (a) What is cost slope? What is its significance in project crashing?
(b) Explain how you determine the probability of meeting the scheduled date of completion of a project.

7. What are the factors of external and internal environment to be considered while formulating the strategy?

8. What do you understand by total quality management? How does this concept differ from quality control techniques?
