

S. 12

Code No.: 9AHS701/R09

III B.Tech. II Semester Regular and Supplementary Examinations

April/May - 2013

MANAGEMENT SCIENCE

(Common to EEE and ECC)

Set-4

Time: 3 Hours

Max. Marks: 70

*Answer any FIVE Questions
All Questions carry Equal Marks*

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1. What are the objectives of management? Explain the functions of various management levels.

2. Explain the organization structures with merits and demerits,
 - (a) Line and staff
 - (b) Functional
 - (c) Committee.

3. How does the choice of the building affect layout decisions?

4.
 - (a) What are the factors that determine the choice of channels of distribution?
 - (b) Why do manufacturers favour intermediaries?

5.
 - (a) Discuss the major functions of personnel management.
 - (b) Discuss the concept of job analysis.

6.
 - (a) Explain the utility of PERT and CPM.
 - (b) What are the various time estimates used in PERT analysis?

7. Distinguish between strategic and operational planning.

8. Explain the process of benchmarking. Is it effective in bringing organizational changes?