

B.Tech III Year II Semester (R15) Regular Examinations May/June 2018

MANAGEMENT SCIENCE
(Electrical and Electronics Engineering)

Time: 3 hours

Max. Marks: 70

PART – A
(Compulsory Question)

- 1 Answer the following: (10 X 02 = 20 Marks)
- (a) Define management and its functions.
 - (b) What is matrix organization structure?
 - (c) State the methods of production.
 - (d) Brief on the functions of marketing.
 - (e) State the job evaluation techniques.
 - (f) What is the purpose of performance appraisal?
 - (g) Brief on the corporate planning process.
 - (h) Discuss the purpose of network analysis.
 - (i) State the concepts of capability maturity model.
 - (j) Brief on the importance of balance score and card.

PART – B
(Answer all five units, 5 X 10 = 50 Marks)

UNIT – I

- 2 What do you understand by management and discuss any two motivational theories in detail?
- OR**
- 3 Discuss the decision making process and explain different types of leadership styles their merits and demerits in detail.

UNIT – II

- 4 "The process of applying statistical principles to solve the problem of controlling the quality control of a product or service is called statistical quality control" justify the statement with an illustration and brief on the technique under SQC.

OR

- 5 Answer the following:
- (a) Pram runs a mail-order business for gym equipment. Annual demand for the Trico Flexers is 16,000. The annual holding cost per unit is Rs.3/- and the cost to place an order is Rs.50. What is the economic order quantity?
 - (b) Brief on ABC analysis significance in inventory management.

UNIT – III

- 6 What is the basic purpose of Human Resource Planning in an organization? Discuss various factors which affect recruitment and the steps of recruitment process.

OR

- 7 What is Grievance? Why does it arise? Explain the grievance handling procedure and techniques in detail.

UNIT – IV

- 8 Discuss the elements of corporate planning process and brief on the SWOT analysis with an industrial illustration.

OR

- 9 Compare and contrast the project evaluation and review technique (PERT) with the critical path method (CPM).

UNIT – V

- 10 Business process reengineering and business process management are two different approaches to business process improvement. Explain in detail.

OR

- 11 Provide short notes on the following:
- (a) What is Six Sigma and how does it work.
 - (b) State different forms of materials planning and control.
