Code No: 128CR

R15

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
B. Tech IV Year II Semester Examinations, May - 2019
MANAGEMENT SCIENCE
(Common to CSE, IT)

Time: 3 hours

Max. Marks: 75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A

(25 Marks)

1.a)	What are the two factors referred to in Hertzberg theory?	[2]
b)	What are the five levels of need hierarchy?	[3]
c)	What are the control charts for inspection by variable?	[2]
d)	What are the elements of marketing mix?	[3]
e)	Differentiate between transfer and separation.	[2]
f)	How do you calculate labor turnover?	[3]
g)	What is float?	[2]
h)	What are dummy activities?	[3]
i)	How would you conduct internal bench marking?	[2]
j)	How would you define mission?	[3]

PART - B

(50 Marks)

2.a) What is decentralization? What are its advantages?
 b) What is matrix organization structure? Under what conditions do you need that type of structure? What are its advantages? [5+5]

OR

3. Outline and explain briefly Fayol's principle of organization. [10]

4.a) Determine the EOQ and number of orders to be placed in year for an item given the following;
 Annual consumption of the item : 14400 units
 Inventory carrying cost : 3 percent of the average value of inventory per month.
 Price of the item : Rs 64 per unit.
 Ordering cost : Rs. 4900 per order.
 b) Bring out the differences between product lay out and process layout. [5+5]

OR

5.a) List out some of the store documents and explain them briefly.
 b) What are the stages in purchasing activity in the case of organizational buyers? [5+5]

6.a) What is promotion? What purpose does it serve to the organization?
  b) What do you understand by factor comparison method of job evaluation?   [5+5]

OR

7.a) What are the various functions of welfare management?
  b) Is performance management system same as performance evaluation system? Explain.
     [5+5]

8. The following data pertains to a project network.

activity	Normal duration in weeks	Normal cost in Rs.	Crash duration in weeks	Crash cost in Rs.
1-2	4	10,000	3	18,500
1-3	8	6000	5	9500
2-3	6	10,000	4	14,000
2-4	9	15,000	7	22,000
3-4	5	8000	3	15,000

The indirect cost of the project is Rs. 4000 per week. Determine the optimum cost and the optimum duration of the project. Also draw the least cost network.   [10]

OR

9. Draw a network diagram for the activities given below and determine the critical path.

activity	Description of the activity	Duration of the activity in months	Immediate predecessor activity
A	Design plant	12	--
B	Select size	8	A
C	Select vendor	4	A
D	Select personnel	3	A
E	Prepare site	12	B
F	Manufacture generator	18	C
G	Prepare operations manual	5	C
H	Install generator	4	E,F
I	Train operators	9	D,G
J	Obtain license	6	H,I

[10]

10.a) What is the importance of environmental scanning in strategic planning?
   b) Write a brief note on Balanced Score Card.   [5+5]

OR

11.a) What are generic strategies?
   b) What is SWOT analysis? Explain its significance.   [5+5]

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