

Code No: RT32025

R13

SET - 1

III B. Tech II Semester Regular/Supplementary Examinations, April - 2017
MANAGEMENT SCIENCE

(Common to Electrical and Electronics Engineering, Chemical Engineering)

Time: 3 hours

Max. Marks: 70

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- Note: 1. Question Paper consists of two parts (**Part-A** and **Part-B**)
2. Answering the question in **Part-A** is compulsory
3. Answer any **THREE** Questions from **Part-B**

PART -A

- 1 a) What is work study?
- b) Explain functions of marketing.
- c) Explain about the Cellular Organization structure.
- d) What do you understand by the concept of Just-In-Time
- e) What are the stages of a product life cycle?
- f) Explain MIS.

PART -B

- 2 a) Define Management? Explain Henry Fayol's principles of management.
- b) Critically evaluate Taylor's theory of scientific management.
- c) Explain Herzberg's two factor theory of motivation.
- 3 a) Derive the formula for determining the Economic order Quantity.
- b) Explain in detail the concept of ABC analysis.
- c) What is materials management? Explain its objectives?
- 4 a) Critically evaluate various methods of merit rating.
- b) What are the various stages of product life cycle? Explain their impact on developing marketing strategies.
- 5 a) What is project management? Differentiate between PERT and Crashing.
- b) Explain the uses of variance and expected time in relation to critical paths in a PERT network.
- 6 a) What are the steps involved in strategy formulation and implementation?
- b) Explain Vision and Mission statements.
- 7 Explain the following:
 - a) Just-In-Time
 - b) Balanced Score Card

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SET - 2

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3. Answer any **THREE** Questions from **Part-B**

PART -A

- 1 a) Define Economic Order Quantity.
- b) What is project network?
- c) Functions of Management
- d) Define material management.
- e) Line and Staff Organization structure
- f) What is Environmental Scanning?

PART -B

- 2 a) What are the challenges faced by a manager in the organisation?
- b) What is an Organization? What are the principles of a sound organization?
- c) Define Management. State the characteristics of management.
- 3 a) Give the necessity of ABC analysis? Explain the steps involved in ABC analysis.
- b) Define Work Study. Explain the steps involved in it.
- c) Explain Statistical Quality Control and its importance in quality control.
- 4 a) Enumerate various wage payment plans.
- b) Critically examine the channel of distribution.
- 5 a) Explain the role of CPM in project planning and scheduling.
- b) Differentiate between PERT and CPM.
- 6 a) What are the factors to be considered while assessing SWOT analysis.
- b) Explain various steps in strategy formulation.
- 7 a) Explain the Six Sigma concept and its advantages.
- b) Write a notes on Supply Chain Management.



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PART -A

- 1 a) Enterprise Resource Planning
- b) Matrix Organization Structure
- c) Explain elements of marketing mix.
- d) Business Process Outsourcing (BPO)
- e) Define Strategic Management
- f) Project Crashing.

PART -B

- 2 a) What are the various types of organization structures? Explain them with their merits and demerits.
- b) Explain X and Y theories of motivation.
- c) Discuss the Decision Making Process.
- 3 a) Describe HML and VED analysis.
- b) Explain different types of control charts.
- c) Explain the Functions of Inventory Management?
- 4 a) Enumerate the job evaluation methods.
- b) Explain the role of personnel manager in the wage and salary administration.
- 5 From the following information:

Activity	Duration
1-2	5
1-3	4
2-4	6
3-4	2
4-5	1
4-6	7
5-7	8
6-7	4
7-8	3

Find out the following:

- i) Draw the network
- ii) Find its critical path and project duration



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SET - 3

- 6 a) Critically evaluate generic strategy alternatives.
b) Explain environmental scanning need and importance.
- 7 a) Write a short on Bench Marking
b) Explain the basic concepts of MIS.

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2. Answering the question in **Part-A** is compulsory

3. Answer any **THREE** Questions from **Part-B**

PART -A

- 1 a) Explain about Vision and Mission.
- b) What are the various functions of marketing?
- c) What is critical path?
- d) Explain about FSN analysis.
- e) Uses of Six Sigma.
- f) Explain about Business Process re-engineering.

PART -B

- 2 a) Explain the principles of management as advocated by Henry Fayol.
- b) What do you mean by statistical quality control? Explain its importance in quality control?
- c) What is Maslow's hierarchy of human needs?
- 3 a) Explain the P-Chart and R-Chart.
- b) What is meant by inventory? What is the need for inventory control at different stages of production?
- c) Explain different types of ABC analysis.
- 4 a) Elaborate on various wage payment plans.
- b) Explain about the stages of Product Life Cycle.
- 5 a) Following data relates to a certain project.

Activity	Optimistic time (t_o)	Most likely time (t_m)	Pessimistics time (t_p)
1-2	2	5	14
1-3	3	12	21
2-4	5	14	17
3-4	2	5	8
4-5	1	4	7
3-5	6	15	30

- a) Construct the network,
- b) Find the project duration, and
- c) Identify the critical path.
- 6 a) Discuss the elements corporate planning process.
- b) Explain the significance of environmental scanning in strategy formulation.
- 7 a) What are the guidelines that can be followed for the purpose of improving MIS?
- b) Explain the Total Quality Management (TQM)