

## III B. Tech II Semester Regular Examinations, April - 2016

## MANAGEMENT SCIENCE

(Common to EEE and CHEM)

Time: 3 hours

Maximum Marks: 70

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**

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**PART -A**

- 1 a) "The nature of management is varied and diverse." Mention any four features of management? [3M]  
 b) "A poor layout has serious consequences". Explain any four. [4M]  
 c) "Manpower planning is concerned with the flow of people into and sometimes out of the organization." What are the goals of manpower planning? [4M]  
 d) What are the rules that are to be carefully observed while drawing a Network? [3M]  
 e) "Corporate planning has a company-wide and comprehensive perspective." What are the steps involved in the corporate planning process? [4M]  
 f) "The purpose of benchmarking is to identify and adopt best practices that can lead to superior performance." Explain? [4M]

**PART -B**

- 2 a) Write about the various functions of management. [4M]  
 b) What were the highlights of Henry Fayol's contribution to management? [8M]  
 c) Mention the steps involved in the Decision making process. [4M]
- 3 a) Mention the benefits of Statistical Quality Control? [4M]  
 b) "Inspection is done for a wide variety of purposes." Why is inspection necessary? What are the various methods of inspection? [7M]  
 c) What are the objectives of Inventory control? [5M]
- 4 a) Discuss in detail about the various functions of HR manager. [8M]  
 b) What are the factors affecting the choice of Channel of distribution? [8M]
- 5 a) Mention various strategies to minimize and bridge the gaps in Project management. [8M]  
 b) Write about the differences between PERT and CPM. [8M]
- 6 a) "The corporate plans provide a rational approach to achieve corporate goals." What are the various element of Corporate planning process? [8M]  
 b) Explain in detail about International Environment analysis. [8M]
- 7 a) Mention about the key methodologies of Six sigma. [8M]  
 b) What are the prerequisites for successful implementation of Total Quality Management? [8M]

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**PART -A**

- 1 a) "Organization involves creating structure of relationships among people working for the desired results." Explain the significance of organization. [3M]  
 b) What are the benefits of Work study? [4M]  
 c) Mention the advantages of Job Evaluation. [4M]  
 d) Mention the differences between PERT and CPM. [3M]  
 e) Write short notes on Vision and Mission. [4M]  
 f) "BPOs, or the units to which work is being outsourced, are highly flexible, quicker, cheaper and very efficient." Explain. [4M]

**PART -B**

- 2 a) "Scientific management proved to be very beneficial to the industry at large." Explain. [4M]  
 b) Briefly write about the cardinal principles of a sound Organization. [8M]  
 c) Evaluate Matrix organization in terms of the merits and demerits. [4M]
- 3 a) Write briefly about batch production. [4M]  
 b) "Method study refers to the systematic recording and critical examination of existing and proposed ways of doing work." Write about the basic procedure used in the process of method study. [7M]  
 c) Explain about the various types of ABC analysis in brief. [5M]
- 4 a) Differentiate personnel and industrial relations from Human Resource Management. [8M]  
 b) "The Job description emphasizes the job requirements." Mention the contents and advantages of Job description. [8M]
- 5 a) Write briefly about Network Analysis? Mention the rules that should be carefully observed while drawing a Network. [8M]  
 b) What is critical path? What are the steps involved in identifying critical path? [8M]
- 6 a) "Strategy formulation and implementation is the crux of the strategic management process." What are the various stages involved in the process of Strategy formulation and implementation? [8M]  
 b) What are the factors that are to be diagnosed in the External environment for the purpose of Strategy formulation? [8M]
- 7 a) "The purpose of Benchmarking is to identify and adopt best known practices that can lead to superior performance." Explain. [8M]  
 b) "Business Process Reengineering has shown huge returns to several companies where it has been well implemented." Explain in detail about BPR. [8M]

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**PART -A**

- 1 a) Write short notes on Planning and Controlling. [3M]  
 b) Mention about the advantages and disadvantages of Fixed layout. [4M]  
 c) What is the importance of Human Resource Management? [4M]  
 d) "Network analysis refers to a number of techniques for the planning and control of complex projects." What are the main advantages of using Network? [3M]  
 e) Explain about the significance of SWOT analysis. [4M]  
 f) What are the main objectives of Material Requirement Planning? [4M]

**PART -B**

- 2 a) What are the functions, the manager has to perform while directing the members of his group? [4M]  
 b) "Decision making is a rational process comprising certain defined steps." Explain. [8M]  
 c) Briefly write about Frederick Herzberg's two-factor theory of motivation. [4M]
- 3 a) Mention the objectives of work measurement. [4M]  
 b) "Inventory control is defined as the scientific method of providing the right type of material at the right time in the right quantities and at the right price to sustain the given production schedules." Briefly mention about various Inventory control techniques. [7M]  
 c) Briefly write about Economic Order Quantity. [5M]
- 4 a) Briefly write about the types of Channels of distribution with suitable examples. [8M]  
 b) What are stages of product life cycle? What are the marketing strategies, based on product life cycle? [8M]
- 5 a) Differentiate between PERT and CPM? [8M]  
 b) Briefly write about the costs that are associated with any project? [8M]
- 6 a) "A Mission statement defines why the organization exists." What are the characteristics of a Mission statement? [8M]  
 b) "Environmental scanning aims at identifying the new opportunities in which the firm can perform profitably. Explain. [8M]
- 7 a) "Supply chain management encompasses the planning and management of all activities involved in sourcing, procurement, conversion, and logistics management activities." Explain. [8M]  
 b) "Enterprise Resource Planning systems (ERPs) integrate all data and process of an organization into a unified system." Explain. [8M]

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**PART -A**

- 1 a) "Douglas Mc Gregor presented two sets of assumptions managers make about the nature of their employees." Explain? [3M]  
 b) What are the main objectives of Inventory control? [4M]  
 c) "Management By Objectives method considers the actual performance as the basis for evaluation." Explain? [4M]  
 d) Write short notes on Optimistic time estimate and Pessimistic time estimate? [3M]  
 e) Write short notes on Generic strategy alternatives? [4M]  
 f) What are the major benefits of Just In Time system of production? [4M]

**PART -B**

- 2 a) What were the arguments against Scientific management? [4M]  
 b) "The process of management encompasses certain functions to be performed in a logical sequence." Explain? [8M]  
 c) Write about the various organization structures in brief. [4M]
- 3 a) Mention the features of Mass production? [4M]  
 b) "There are various inventory control techniques employed to enhance the productivity levels in an industry environment." Explain? [7M]  
 c) Why is Acceptance sampling preferred? [5M]
- 4 a) "Merit rating is the process of evaluating the relative merit of the person on a given job." Mention any four methods of Merit rating? [8M]  
 b) What is meant by Marketing management? What are the various functions of marketing? [8M]
- 5 a) Differentiate between PERT and CPM? [8M]  
 b) What is the need for float in CPM network? Briefly write about Optimistic time estimate, Pessimistic time estimate and Most likely time estimate? [8M]
- 6 a) Briefly explain about SWOT analysis with suitable examples? [8M]  
 b) Write about the steps in strategy formulation with appropriate examples. [8M]
- 7 a) "Value chain analysis is a chain of activities through which a product/service passes in order to gain value in every activity." Explain? [8M]  
 b) What do you mean by Capability Maturity Model (CMM)? Briefly mention about various levels of CMM? [8M]

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