

Code: 2420501

SET - 1

**IV B. Tech II Semester Regular Examinations, April/May 2009
MANAGEMENT SCIENCE**

(Common to Computer Science Engineering & Information Technology)

Time: 3 hours

Max Marks: 80

**Answer Any FIVE Questions
All Questions carry equal marks**

1. What is Motivation? Explain Maslow's theory of human needs.
2. What are the elements of planning? Explain the process of planning.
3. What is a line and staff relation? How they effect the organization structure?
4. Explain various functions of Marketing. What is product cycle?
5. What is environmental scanning? Explain the role of internal environmental scanning in strategy formation.
6. What is work study? Explain the procedure involved in method study.
7. Write short notes on following:
 - a) Management Information system
 - b) Total quality management
 - c) Supply chain management
 - d) Training and development
8. From the following information draw the network and identify the critical path and project duration.

| Activity i - j | To (days) | Tm (days) | Tp (days) |
|-------------------|--------------|--------------|--------------|
| 1-2 | 6 | 8 | 11 |
| 1-3 | 3 | 7 | 9 |
| 1-4 | 5 | 7 | 10 |
| 2-6 | 4 | 8 | 14 |
| 2-7 | 8 | 10 | 12 |
| 3-6 | 8 | 10 | 12 |
| 4-5 | 4 | 6 | 8 |
| 5-6 | 3 | 5 | 6 |
| 6-8 | 7 | 10 | 15 |
| 7-8 | 5 | 8 | 12 |

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SET - 2

IV B. Tech II Semester Regular Examinations, April/May 2009

MANAGEMENT SCIENCE

(Common to Computer Science Engineering & Information Technology)

Time: 3 hours

Max Marks: 80

**Answer Any FIVE Questions
All Questions carry equal marks**

1. Explain the Scientific Management Principles developed by Fedrick Taylor. How they different from the Henry Fayol principles.
2. What is Matrix organization how it is different from committee organization?
3. What is product cycle? Explain briefly various cycles in product development.
4. How the personnel Management is different from Human Resource Management?
5. What is strategic planning? Explain the role of SWOT analysis in strategy formation.
6. What is plant layout? Explain the various principles of plant layout.
7. Write short notes on the following:
 - a) channels of distribution
 - b) Recruitment and selection
 - c) Product Mix
 - d) Total quality management
8. From the following data crash the network and identity the optimum time of the project where the indirect cost is estimated Rs.2000 per day.

| Activity | Normal Time(days) | Normal Cost (Rs.) | Crash Time(days) | Crash Cost (Rs.) |
|----------|-------------------|--------------------|------------------|-------------------|
| 1-2 | 4 | 4000 | 2 | 12000 |
| 2-3 | 5 | 3000 | 2 | 7500 |
| 2-4 | 7 | 3600 | 5 | 6000 |
| 3-4 | 4 | 5000 | 2 | 10000 |

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SET - 3

**IV B. Tech II Semester Regular Examinations, April/May 2009
MANAGEMENT SCIENCE**

(Common to Computer Science Engineering & Information Technology)

Time: 3 hours

Max Marks: 80

**Answer Any FIVE Questions
All Questions carry equal marks**

- 1 Explain the Herzberg's Two-factor Theory of Motivation
- 2 What are the elements of planning? Explain the process of planning.
- 3 Explain various functions of Marketing. What is product cycle?
- 4 Explain the difference between the following:
a) Mission b) Goals c) Strategy d) Policy
- 5 What is work study? Explain the procedure involved in method study.
- 6 Explain the purchase procedure followed in stores management
- 7 Write short notes on following:
a) Management Information system
b) Enterprise Resource Planning (ERP)
c) Just-In-Time (JIT)
d) Training and development
- 8 From the following information draw the network and identify the critical path and project duration.

| Activity i - j | To (days) | Tm (days) | Tp (days) |
|-------------------|--------------|--------------|--------------|
| 1-2 | 6 | 8 | 11 |
| 1-3 | 3 | 7 | 9 |
| 1-4 | 5 | 7 | 10 |
| 2-6 | 4 | 8 | 14 |
| 2-7 | 8 | 10 | 12 |
| 3-6 | 8 | 10 | 12 |
| 4-5 | 4 | 6 | 8 |
| 5-6 | 3 | 5 | 6 |
| 6-8 | 7 | 10 | 15 |
| 7-8 | 5 | 8 | 12 |

Code: 2420501

SET - 4

**IV B. Tech II Semester Regular Examinations, April/May 2009
MANAGEMENT SCIENCE**

(Common to Computer Science Engineering & Information Technology)

Time: 3 hours

Max Marks: 80

**Answer Any FIVE Questions
All Questions carry equal marks**

- 1 Explain various leadership styles? What is Social responsibility of Management?
- 2 What is Matrix organization how it is different from committee organization?
- 3 What is product cycle? Explain briefly various cycles in product development.
- 4 What is performance appraisal? How do you appraise the performance of the employee?
- 5 What is strategic planning? Explain the role of SWOT analysis in strategy formation.
- 6 What is plant layout? Explain the various principles of plant layout.
- 7 Write short notes on the following:
 - a) channels of distribution
 - b) Control Charts
 - c) EOQ
 - d) Total quality management
- 8 From the following data crash the network and identify the optimum time of the project where the indirect cost is estimated Rs.2000 per day.

| Activity | Normal Time(days) | Normal Cost (Rs.) | Crash Time(days) | Crash Cost (Rs.) |
|----------|-------------------|--------------------|------------------|-------------------|
| 1-2 | 4 | 4000 | 2 | 12000 |
| 2-3 | 5 | 3000 | 2 | 7500 |
| 2-4 | 7 | 3600 | 5 | 6000 |
| 3-4 | 4 | 5000 | 2 | 10000 |
