

Code No: L0521

R07

Set No. 1

IV B.Tech. II Semester Regular Examinations, April, 2011

MANAGEMENT SCIENCE

(Common to Computer Science & Engineering and Information Technology)

Time: 3 Hours

Max Marks: 80

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

1. Briefly discuss the nature of management and its process
2. List and discuss on the fourteen principles of management developed by Henry Fayol.
3. What are the types of layout? Explain them with examples.
4. What do you mean by ABC analysis? What are its advantages?
5. Describe the nature and importance of Human Resource Management. Explain its main objectives.
6. Define strategy. How strategy is managed?
7. Write short notes on the following
 - (a) MRP
 - (b) End User computing
 - (c) Value chain Analysis
8. What is difference between a schedule graph based on ES & a schedule graph based on LS? Explain

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Set No. 2

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MANAGEMENT SCIENCE

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Time: 3 Hours

Max Marks: 80

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

1. Along with successful and professionally managed companies, we also find such business organisations which refuse to give good service to customers and still thrive. What do you suggest to get these organizations more professionalised?
2. Explain the three Hawthorne experiments along with their implications and conclusion.
3. What do you mean by production? Write about different types of production methods.
4. What is marketing mix? Describe various elements of marketing mix..
5. What are the main differences between HRM and Personnel Management and Industrial relations?
6. What is the important of environment scanning? Explain the PEST analysis in detail.
7. Explain how modern concepts like JIT, MRP, Six Sigma changed the production environment?
8. What is the difference between work plan and action plan?

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Set No. 3

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MANAGEMENT SCIENCE

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Time: 3 Hours

Max Marks: 80

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

1. Define Management. Explain the significance of the management
2. State and compare the X and Y theories of motivation proposed by Mc Gregor.
3. What do you mean by statistical quality control? Explain its importance in quality control.
4. Explain the product life cycle stages. How marketing strategies differ in different product life cycle stages?
5. What do you mean by Manpower Planning? Explain the different steps in manpower planning.
6. What are the steps in strategy formulation and implementation.?
7. Explain the Six Sigma Concept and its advantages.
8. Explain the term SWOT/TOWS.

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Set No. 4

IV B.Tech. II Semester Regular Examinations, April, 2011

MANAGEMENT SCIENCE

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Time: 3 Hours

Max Marks: 80

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

1. What are the social responsibilities of Management?
2. What is Decentralization? Where is it suitable? Enumerate its advantages and disadvantage.
3. Explain in detail about Deming's contribution to quality management.
4. What is Economic Order Quantity (EOQ)? How it is determined?
5. What are the major issues involved in wage and salary administration?.
6. What are the generic strategies that are adopted by organizations?
7. What is bench marking? How is useful?
8. Discuss the guidelines for constructing a project network.