

IV B.Tech II Semester Regular Examinations, Apr/May 2013
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. State and describe the Fayol's principles of management. [16]
2. Define 'Departmentation' Explain its need in industries. [16]
3. What is a flow chart? Discuss its utility for method study engineer. [16]
4. Define purchasing. State the objectives of purchasing. [16]
5. Discuss the objectives of Personnel Management. Describe the functional and Organizational role of personnel manager in achieving the organizational goals. [16]
6. The various time estimates of activities involved in a project are given in table; Determine;
 - (a) Determine the expected completion time of the project.
 - (b) Determine the variance and standard deviation of the project.
 - (c) Determine the probability factor of completing the project with in 23 days. [5+5+6]

Activities	T_o	T_m	T_p
1-2	2	6	10
1-3	4	8	12
2-4	2	3	4
2-3	2	4	6
3-4	0	0	0
3-5	3	6	9
4-6	6	10	14
5-6	1	3	5

7. How would a company achieve synergy among different functions and business units? [16]
8. Explain the philosophy behind Total quality management customer satisfaction and continuous improvement. What are the objectives of TQM? [16]

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1. Explain the concepts of management and organisation and analyse their relationship. [16]
2. "Organisation structure refers to the differentiation and integration of activities, authority, roles and relationships". Explain. [16]
3. Explain in brief the basic procedure of work measurement. [16]
4. A manufacturer of Gen motors is required to purchase 2400 castings per year. These castings are subject to quantity of Rs. 0.75 from a quoted price of Rs. 10, if the quantity purchased is 3000 numbers at any time. If the ordering cost is Rs. 100 and inventory carrying cost is 24% per year. Find out:
 - (a) Economic order quantity
 - (b) Number of orders to be placed in a year
 - (c) Order interval, when working days in a year are 300. [16]
5. Examine the importance of training of personnel towards the development of an organization. [16]
6. The following table lists the jobs of a network along with the time estimates.

Jobs	Duration in days		
	Optimistic	Most likely	Pessimistic
1-4	3	9	27
1-3	3	6	15
1-2	6	12	30
4-5	1	4	7
3-5	3	9	27
3-6	2	5	8
5-6	6	12	30
2-6	4	19	28

- (a) Draw the project network
- (b) What is the approximate probability that jobs on the critical path will be completed by the due date of 35 days
- (c) What is your estimate of the probability that the entire project will be completed by the due date? Explain.

(d) What due date has 90% of chance of being met? [4×4]

7. What is SWOT analysis? Describe the process of SWOT analysis with examples. [16]

8. What are some of the guidelines that can be followed for the purpose of improving MIS? [16]

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1. What are the Mayo's Hawthorne experiments? Why are they significant even today? [16]
2. Discuss the features of functional organisation structure. What are the benefits and limitations? Discuss the situations under which it is more suitable. [16]
3. Define Inspection. What are the kinds of Inspection? [16]
4. (a) State the benefits of modern marketing concept.
(b) Compare and contrast between selling concept and marketing concept. [8+8]
5. Briefly discuss the objectives of performance appraisal. [16]
6. Explain how do you determine the probability of meeting the scheduled date of completion of project. [16]
7. What is the relationship between corporate governance and social responsibility? [16]
8. Write short notes on following:
 - (a) Bench marking
 - (b) Balanced Score Card
 - (c) End User Computing. [5+5+6]

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1. Explain the concepts of management and organisation and analyse their relationship. [16]
2. Explain the following:
 - (a) Principle of Authority and Responsibility
 - (b) Principle of Unity of Command
 - (c) Principle of Span of Control
 - (d) Principle of Exception. [4×4]
3. Explain the utility of outline process chart in method study. Differentiate between outline process chart and flow process chart. [16]
4. (a) State the benefits of modern marketing concept.
 (b) Compare and contrast selling concept and marketing concept. [8+8]
5. Explain some of the problems in interview as a method of selection? [16]
6. The jobs of a project with the respective time estimates are given in table.

Jobs	T_o	T_m	T_p
1-2	3	6	15
1-6	2	5	14
2-3	6	12	30
2-4	2	5	8
3-5	5	11	7
4-5	3	6	15
6-7	3	9	27
5-8	1	4	7
7-8	4	19	28

- (a) Draw the network and calculate the following:
 - i. Variance of each job
 - ii. Length of the project
 - iii. Variance of project.

(b) What is probability that the jobs on the critical path will be completed by the due date 42 days [8+8]

7. What are the criteria used to determine the corporate strengths and weaknesses? Use these criteria for a company you are familiar with to identify its strengths and weaknesses. Suggest corrective actions. [16]
8. What are the different methods TQM? Explain any two methods in briefly. [16]

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