

II B.Tech II Semester Regular Examinations, Apr/May 2006
MANAGEMENT SCIENCE
(Electronics & Telematics)

Time: 3 hours**Max Marks: 80**

Answer any FIVE Questions
All Questions carry equal marks

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1. What is Maslow's hierarchy of heeman needs? Explain. [16]
2. Why does 'organizing' assumes increasing importance in the modern times? [16]
3. What is a fixed position layout and under what conditions do you adopt it? Explain. [16]
4. (a) Explain the concept of 'Economic Order Quantity'.
 (b) Explain the variables that go into the determination of EOQ.
 (c) Show how the formula is derived. [5+6+5]
5. "Human resource management in an organization is the most challenging function"
 Do you agree? Justify your answer. [16]
6. Explain the following concepts with appropriate examples.
 (a) Job description
 (b) Job specification
 (c) Job enrichment
 (d) Job requirement. [4×4]
7. How do you formulate and implement strategy? Explain. [16]
8. A manufacturing company is planning to introduce a new product commercially.
 The list of activities to be carried out with the corresponding duration of time in weeks is listed below. [16]

Activity	description	duration	immediate predecessor
A	initial discussions	3	-
B	product design	11	A
C	market survey	9	A
D	market evaluation	2	C
E	product costing	5	B
F	Sales plan	6	C
G	Product pricing	2	D,E
H	Prototype construction	11	F,G
I	Market information preparation	8	B
J	Prototype testing	9	H,I

Draw the network to represent various activities of the project, determine the minimum duration of the project.

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1. Explain the nature and features of management? [16]
2. Explain the concepts of line, line & staff and functional organizations. Also illustrate. [16]
3. What is a fixed position layout and under what conditions do you adopt it? Explain. [16]
4. What are the objectives and advantages of scientific inventory control? [16]
5. What is the role of a personnel manager in the present day challenges -Elaborate. [16]
6. What is the purpose of training? Explain how training can be imparted? [16]
7. Identify the factors that are to be diagnosed in external and internal environment of a business organization. [16]
8. Following data relates to a certain project.

Activity	Optimistic time (t_o)	Most likely time (t_m)	Pessimistic 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,
- (c) identify the critical path, and
- (d) find slack at each event. [4+4+4+4]

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1. (a) Can you Consider management either as an art or science? Justify your answer.
 (b) What are the features of Management? Explain. [8+8]
2. Why does 'organizing' assumes increasing importance in the modern times? [16]
3. (a) What is the concept of control chart for variables?
 (b) How will you construct them? Illustrate. [8+8]
4. (a) What are the factors that determine the choice of channels of distribution?
 (b) Why do manufacturers favour intermediaries. [8+8]
5. (a) What do you understand by 'Human Resource Management'?
 (b) What are its elements?
 (c) What is its importance to organizational development. [5+5+6]
6. What is recruitment? Evaluate different the sources of recruitment. [16]
7. How do you formulate and implement strategy? Explain. [16]
8. From the activity details given below, determine the optimal project duration and optimal project cost. Indirect cost is Rs. 75 per day. [16]

Activity	Normal		Crash	
	Time (days)	Cost in Rs.	Time(days)	Cost in Rs.
1-2	8	100	6	200
1-3	4	150	2	350
2-4	2	50	1	90
2-5	10	100	5	400
3-4	5	100	1	100
4-5	3	80	1	100

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1. (a) What are the managerial functions?
 (b) How are they integrated? [8+8]
2. (a) What is organizational chart?
 (b) What is importance in Preparing organisation chart
 (c) Give any Three different examples [6+5+6]
3. A simple of 100 automobile bearing is inspected daily for continuously 10 days.
 Draw the p chart with the control limits and interpret the results using the following data. [16]

Date	1	2	3	4	5	6	7	8	9	10
Defectives	18	12	6	15	2	20	14	10	8	8

4. What are the objectives and advantages of scientific inventory control? [16]
5. How can Human Resource manager bring about HR orientation in an organization and what are the implications? [16]
6. How does job analysis form the basis for job description and job specifications? How does it help the personnel manager? [16]
7. What is environmental scanning? Why is it carried out? [16]
8. Explain and illustrate what you understand by network analysis. How would you compare PERT with CPM? [16]

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