

II B.Tech II Semester Supplementary Examinations, Apr/May 2006
MANAGEMENT SCIENCE
(Common to Electronics & Communication Engineering and Electronics & Telematics)

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. Describe the role of management in the changed dynamic environment. [8x2=16]
2. What do you mean by social responsibility of management? Explain the different views of social responsibility. [4+6+6]
3. Define control charts. What is the importance of control charts in controlling the quality of a product? [6+4+6]
4. Why is there an increased emphasis on HRM these days? [4+6+6]
5. (a) Explain the functional organization of purchase department in an industrial concern. [8+8]
 (b) What are the duties, functions and responsibilities of purchase department
6. What is 'Consumer orientation'? Explain the important stages of developing suitable marketing process for
 (a) manufactured products and
 (b) services. [4+6+6]
7. A project consisting of 12 distinct activities is to be analysed by using PERT. Draw the PERT network. Indicate the expected total slack for each activity and hence indicate the average critical path. With in how many days would you expect the project to be completed with 99% chances? [16]

The following information is given (the time estimates are in days)

ACTIVITY	PREDECESSOR ACTIVITY	OPTIMISTIC TIME (days)	NORMAL TIME (days)	PESSIMISTIC TIME (days)
A	-	2	2	2
B	-	1	3	7
C	A	4	7	8
D	A	3	5	7
E	B	2	6	9
F	B	5	9	11
G	C,D	3	6	8
H	E	2	6	9
I	C,D	3	5	8
J	G,H	1	3	4
K	F	4	8	11
L	J,K	2	5	7

8. List of activities for erecting a canteen in the factory is given below with other relevant details. Job A must precede all others while job E must follow all others a part from this, jobs can run concurrently.

Code	Job Description	Normal			Crash Cost(Rs)
		Duration (Days)	Cost (Rs)	Duration Days	
A	Lay foundations and build walls	5	3000	4	4000
B	Tile roofing	6	1200	2	2000
C	Instal electricity	4	1000	3	1800
D	Instal plumbing	5	1200	3	2000
E	Connect services to finish	3	1600	3	1600

- (a) Draw the network and identify critical path.
 (b) Crash the network fully to find out minimum duration.
 (c) If indirect costs are Rs.300/day, determine the time-cost trade-off for the project.

[16]
