

III B.Tech II Semester Regular Examinations, Apr/May 2006
MANAGEMENT SCIENCE
(Common to Mechanical Engineering, Computer Science & Engineering,
Chemical Engineering, Information Technology, Metallurgy & Material
Technology, Electronics & Computer Engineering and Production
Engineering)

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. (a) Bring out the contrast between Theory X and Theory Y.
(b) Do you find people of these traits around you? Illustrate. [8+8]
2. Why does 'organizing' assumes increasing importance in the modern times? [16]
3. (a) Compare and contrast product and process layout.
(b) Supplement Your answer with suitable diagrams. [10+6]
4. (a) 'Shortages are undesirable, but some organizations create shortages intentionally'-
Do you agree with the statement? Why?
(b) What is the role of other departments than materials departments to derive
optimum results. [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. 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 carry out SWOT Analysis for a manufacturing unit? Explain. [16]
8. With the help of the following data, draw the net work.
(a) draw the network
(b) Find project duration for the following project and
(c) Identify the critical path. [6+5+6]

Activity	1-2	1-3	1-4	2-4	2-5	3-4	3-7	4-6	4-7	5-6	5-7
Time(months)	4	6	12	7	11	7	8	8	13	4	4

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1. (a) What is the significance of Hawthorne experiments for management?
 (b) Explain the Maslow's Theory of Hierarchy of Human Needs. [8+8]
2. What is matrix organization and what is uniqueness? [16]
3. Check whether the number of observations is adequate for an accuracy of $\pm 5\%$ and confidence level of 95% limit if the number of observation of the workers working is 2500 and the number of observation of workers idle is 500. [16]
4. (a) Define 'Market Segmentation'.
 (b) Explain clearly the basis for market segmentations. [6+10]
5. How can Human Resource manager bring about HR orientation in an organization and what are the implications? [16]
6. What is recruitment? Evaluate different the sources of recruitment. [16]
7. What are the detailed steps involved in corporate planning? Discuss. [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 three levels of management?
(b) What functions do you find at each of these levels? Explain. [8+8]
2. Why does 'organizing' assumes increasing importance in the modern times? [16]
3. 'Process layout is better than product layout' with what conditions do you agree? Support your answer. [16]
4. Determine the various stock control levels with the following information: Normal usage- 500units per day. Minimum usage - 2400 units per day, maximum usage-7700 units per day, lead time 10-20 days and EOQ is 8,000 units. [16]
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 are the objectives and activities associated with manpower planning? Explain. [16]
7. How do you differentiate mission from vision and what is their importance to organization? [16]
8. The following is the list of events found in the process of organizing a student's convention. Identify the logical sequence and fix the duration as per the estimate. Draw a PERT network, with assumed data
 - (a) Set convention date.
 - (b) Set convention location.
 - (c) Select convention chairman
 - (d) Select convention facilities.
 - (e) Develop convention programme
 - (f) Select convention speakers
 - (g) Set convention cost
 - (h) Notify the members of convention programme

- (i) Print programme
- (j) Notify convention facility of desired setup of each meeting room
- (k) Select banquet menu
- (l) Determine recipient of outstanding member award
- (m) Prepare citation for outstanding member award
- (n) Determine honorarium for speakers
- (o) Arrange for registration
- (p) Make boarding and lodging arrangements
- (q) Arrange transportation from airport
- (r) Await convention

[16]

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1. Explain operative functions of management. [16]
2. What is matrix organization and what is uniqueness? [16]
3. What is a fixed position layout and under what conditions do you adopt it? Explain. [16]
4. (a) 'Shortages are undesirable, but some organizations create shortages intentionally'-
Do you agree with the statement? Why?
(b) What is the role of other departments than materials departments to derive
optimum results. [8+8]
5. (a) How has personnel management changed over the years? Explain.
(b) What are the functions of a personnel manager in a large manufacturing or-
ganization? Explain in brief. [8+8]
6. What are the objectives and activities associated with manpower planning? Ex-
plain. [16]
7. Explain the following:
(a) Strategy variations
(b) Generic strategy Alternatives. [8+8]
8. The following is the list of events found in the process of organizing a student's
convention. Identify the logical sequence and fix the duration as per the estimate.
Draw a PERT network, with assumed data
(a) Set convention date.
(b) Set convention location.
(c) Select convention chairman
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