

III B.Tech II Semester Supplementary Examinations, April/May 2005
MANAGEMENT SCIENCE
(Mechatronics)

Time: 3 hours

Max Marks: 70

Answer any FIVE Questions
All Questions carry equal marks

1. Describe the role of management in the changed dynamic environment
2. What are the requirements of effective objectives? Explain the Hierarchy of objectives.
3. Define factory layout. Discuss the objectives of factory layout.
4. Explain the concept of Personnel Management? How is it maintaining its identity despite the strong wind in favour of HRM?
5. What is meant by Inventory? What is the need for inventory control at Different stages of production? What are the different costs involved in maintaining inventory?
6. (a) How is 'Marketing' different from 'Selling'?
- (b) What are the preceding activities involved prior to marketing products?
7. How does network analysis help in project work? Define the following terms.
 - (a) Activity
 - (b) Critical path
 - (c) Slack
8. Explain the nature of costs involved in a project. Discuss how a project manager should go about analyzing the difference costs for the purpose of project crashing.
