

**III B.Tech II Semester Supplementary Examinations,
November/December 2005
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. Explain the nature and features of management? [16]
2. (a) What do you understand by decentralization?
(b) How do you determine the need for decentralization? Explain. [8+8]
3. Give the basic procedure involved in work study. [16]
4. (a) What is the need for market research?
(b) Explain how market research can be carried out for formulating marketing strategy? [8+8]
5. 'The success of an organization to a greater extent depends on how the HRD acts'-
Substantiate. [16]
6. What is recruitment? Evaluate different the sources of recruitment. [16]
7. How do you formulate and implement strategy? Explain. [16]
8. Given the following data, work out the minimum duration of the project and corresponding cost. [16]

Activity	Job	Time		Cost	
A	1-2	10	6	400	600
B	1-3	4	2	100	140
C	2-4	6	4	360	440
D	3-4	8	4	600	900
E	2-5	8	6	840	1100
F	4-6	6	2	200	300
G	5-6	10	8	1200	1400

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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. Explain the concept of organization as a process and as a structure. [16]
3. What is a fixed position layout and under what conditions do you adopt it? Explain. [16]
4. (a) Define EOQ. Whether the factors that determine EOQ
(b) A firm requires 1000 units of a particular component. It pays Rs.50 per component to the vendor. The ordering cost is Rs.250 per order. The inventory carrying cost is 20% of the inventory per annum. Calculate
 - i. EOQ
 - ii. Number of orders per year.
 - iii. Total annual cost. [6+10]
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. What are the external factors to be considered while assessing opportunities and threats? [16]
8. The following details relate to a small project with the help of which compute the probability of completion of project within scheduled time. The expected time of each activity is as follows: [16]

Sl. No.	1	2	3	4	5	6	7	8	9
Activity	1-2	1-3	2-4	3-4	4-5	5-6	3-5	5-7	6-7
Activity	6	8	7	12	3	5	7	11	10

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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. Explain the concept of organization as a process and as a structure. [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. (a) What is the importance of industrial relations for the success of an organization? Explain
(b) Explain how does HR manager maintain the organizational efficiency? [8+8]
6. What is recruitment? Evaluate different the sources of recruitment. [16]
7. What are the external factors to be considered while assessing opportunities and threats? [16]
8. Global Tele shopping Ltd., is a high technology retailer and mail order business. In order to improve its process the company decides to install a new PC system to manage its entire operations (i.e payroll, accounts, inventory)> Terminals at each of many stores will be networked for fast dependable service. The specific activities that will need to be accomplished before the system is up and running is listed below. Draw a network diagramme for the project and determine the critical path

and duration of the project.

[16]

Activities	preceding activities	average time estimates
A. Build insulated enclosures	-	8
B. Decide on computer system	-	2
C. Electrical wiring of room	A	6
D. order and collect computer	B	4
E. Install air conditioner	A	8
F. Install computer	D,E	4
G. Staff testing	B	10
H . Install software	C,F	4
I. Staff training	G,H	6

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1. (a) Explain the importance of management.
(b) What are the challenges you have to face as a manager? Discuss. [8+8]
2. Explain the principles to be observed while designing an organization structure. [16]
3. What is a fixed position layout and under what conditions do you adopt it? Explain. [16]
4. (a) What is the need for market research?
(b) Explain how market research can be carried out for formulating marketing strategy? [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 organization? Explain in brief. [8+8]
6. What do you understand by 'Job analysis'? What benefits do you derive from Job analysis. [16]
7. Is there any link between mission, goal, objective, strategy and programme in an industrial environment. [16]
8. The following table gives required information of a project

	Normal cost		crash cost	
Activity	days	cost in Rs.	Days	cost in Rs.
1-2	3	500	2	1000
1-3	2	750	1	1500
1-4	6	1400	4	2600
2-4	5	1000	3	1800
2-5	7	1150	6	1450
3-4	2	800	2	800
4-5	4	1000	2	2400

The indirect cost is Rs.650 per day. Determine the optimum cost and time for the project. [16]
