

IV B.Tech. I Semester Regular Examinations, November -2005
MANAGEMENT SCIENCE
(Bio-Technology)

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

Answer any FIVE Questions
All Questions carry equal marks

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1. (a) What are the managerial functions?
 (b) How are they integrated? [8+8]
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 functions of materials manager?
 (b) How are the activities need coordination with other functional areas? [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 is recruitment? Evaluate different the sources of recruitment. [16]
7. How do you translate corporate vision into action? Explain with an example? [16]
8. The following table gives the data relating to a project

Activity	Normal		Crash	
	Time (Weeks)	Direct cost Rs	Time (Weeks)	Direct cost Rs
1-2	8	7,000	3	10,000
1-3	4	6,000	2	8,000
2-3	0	0	0	0
2-5	6	9,000	1	11,500
3-4	7	2,500	5	300
4-6	12	10,000	8	16,000
5-6	15	12,000	10	16,000
5-7	7	12,000	6	14,000
6-8	5	10,000	5	10,000
7-8	14	6,000	7	7,400
7-9	8	6,000	5	12,000
8-9	6	6,000	4	7,800

Indirect cost per week Rs.1,000. By using iterative procedure, draw network diagrams and determine by trading off between time and cost parameters

- (a) the optimum project completion time
- (b) critical path(s) and
- (c) minimum total cost of project completion.

[16]

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1. Explain briefly Hawthorne Experiments and the conclusions derived there from. [16]
2. Explain any four types of organization structure, with their suitability. [16]
3. (a) How product layout is different from process layout?
 (b) Explain both concepts with the help of suitable diagrams. [8+8]
4. (a) Describe the various stages of product life cycle.
 (b) Explain how strategies keep changing in time with changes in the stages of product life cycle? [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 is recruitment? Evaluate different the sources of recruitment. [16]
7. How do you formulate and implement strategy? Explain. [16]
8. The following table gives the data relating to a project

Activity	Normal		Crash	
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1-2	8	7,000	3	10,000
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Indirect cost per week Rs.1,000. By using iterative procedure, draw network diagrams and determine by trading off between time and cost parameters

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1. Explain Hertzberg's Two Factor Theory of Motivation. How does it help the manager? [16]
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 functions of materials manager?
 (b) How are the activities need coordination with other functional areas? [8+8]
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 is strategic business unit and what is it role and relevance in corporate planning? Illustrate. [16]
8. (a) Draw a Gantt Chart for the following programme and prepare a milestone chart for the Gantt Chart.

Finalize Specifications	1 week
Prepare engineering drawings	2 weeks
Order materials and equipments	1 weeks
Receive equipments and materials	3 weeks
Fabricate and assemble	3 week
Test and inspect	1 week
Pack and dispatch to customers	1 week

- (b) Explain the limitations of Gantt chart. [16]

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1. Critically evaluate Taylors theory of scientific 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. (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) 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 do you understand by 'Job analysis'? What benefits do you derive from Job analysis. [16]
7. How do you translate corporate vision into action? Explain with an example? [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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