

III B.Tech I Semester Regular Examinations, November 2006
MANAGEMENT SCIENCE
 (Common to Electrical & Electronic Engineering, Electronics &
 Communication Engineering, Electronics & Instrumentation Engineering,
 Bio-Medical Engineering, Electronics & Control Engineering, Mechatronics,
 Computer Science & Systems Engineering and Instrumentation & Control
 Engineering)

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
 All Questions carry equal marks

1. (a) Explain the importance of management.
 (b) What are the challenges you have to face as a manager? Discuss. [8+8]
2. What are the principles of sound organization structure? Explain. [16]
3. (a) What are the objectives of plant layout?
 (b) Explain the factors influencing plant layout. [8+8]
4. (a) What are the various functions of marketing?
 (b) What factors influence consumer behaviour? [8+8]
5. 'The success of an organization to a greater extent depends on how the HRD acts'-
 Substantiate. [16]
6. Is recruitment is different from selection process. [16]
7. How do you translate corporate vision into action? Explain with an example? [16]
8. The following table gives required information of a project

Activity	Normal cost		crash cost	
	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]

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1. (a) Discuss the main components of Theory of Scientific Management.
 (b) How has it influenced the thinking of managers? Explain. [8+8]
2. (a) Explain and illustrate authority and responsibility. How do you relate and differentiate them?
 (b) Explain how do you resolve the conflicts between line managers and staff managers? [8+8]
3. (a) What are the objectives of plant layout?
 (b) Explain the factors influencing plant layout. [8+8]
4. (a) Discuss the important functions of stores in an organization?
 (b) Briefly explain the normal procedure to be followed while dealing with supplies. [6+10]
5. Can Human Resource Management in an Information Technology (IT) company be different from that of a coal mining company? Justify your answer. [16]
6. Explain how manpower planning helps to evolve different HR strategies. [16]
7. How will you conduct SWOT analysis? Illustrate with an appropriate example. [16]
8. A small project consists of the following activities with the given time estimates.

Project event- successor event	Estimated duration in month		
	Optimistic time (t_o)	Most likely time (t_m)	Pessimistic time (t_p)
1-2	2	2	14
1-3	2	8	14
1-4	4	4	16
2-5	2	2	2
3-5	4	10	28
4-6	4	10	16
5-6	6	12	30

- (a) Draw the network,
 - (b) calculate the average expected time for each activity,
 - (c) calculate the earliest expected time and latest allowable time for each event,
and
 - (d) determine the critical path considering project completion time of 36 months.
- [4×4]

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1. Explain the nature and features of management? [16]
2. (a) What are the advantages and disadvantages of functional organization?
(b) Draw a block diagram reflecting its philosophy? [10+6]
3. (a) What is work study?
(b) Explain its salient features and relevance in the modern context. [6+10]
4. (a) Define 'Market Segmentation'.
(b) Explain clearly the basis for market segmentations. [6+10]
5. Discuss in detail the objectives and functions of Human Resource Management? [16]
6. Explain the following concepts with appropriate examples.
 - (a) Job description
 - (b) Job specification
 - (c) Job enrichment
 - (d) Job requirement. [4×4]
7. (a) Explain the strategies to improve the sales performance of strategic business unit
(b) Explain the most generic strategies as suggested by Michael Porter. [8+8]
8. Given the following data, work out the minimum duration of the project and cor-

responding 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. Explain operative functions of management. [16]
2. (a) Explain and illustrate authority and responsibility. How do you relate and differentiate them?
 (b) Explain how do you resolve the conflicts between line managers and staff managers? [8+8]
3. (a) What are the objectives of plant layout?
 (b) Explain the factors influencing plant layout. [8+8]
4. (a) Explain the features of good stores layout?
 (b) Explain the formats of different documents used in a store? [8+8]
5. 'The success of an organization to a greater extent depends on how the HRD acts'- Substantiate. [16]
6. Is recruitment is different from selection process. [16]
7. What are the basic concepts underlying corporate planning. [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
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