

Code: 9AHS701

B.Tech IV Year II Semester (R09) Regular Examinations, March/April 2013

**MANAGEMENT SCIENCE**

(Common to CSE, IT and CSSE)

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions  
All questions carry equal marks

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- 1 Critically evaluate the different leadership stages in an organization.
- 2 Explain the concept of organization as a process and as a structure.
- 3 Define factory layout. Discuss the objectives of factory layout.
- 4 What are the objectives and advantages of scientific inventory control?
- 5 What is Merit rating? What are its benefits and limitations? Explain any three methods of merit rating.
- 6 The following table gives the activities in a construction project and time duration.

Activity	Preceding activity	Normal time(days)
1 - 2	-	20
1 - 3	-	25
2 - 3	1 - 2	10
2 - 4	1 - 2	12
3 - 4	1 - 3, 2 - 3	5
4 - 5	2 - 4, 3 - 4	10

- (a) Draw the activity network of the project.
  - (b) Find the total float and free float for each activity.
  - (c) Determine the critical path and project duration.
- 7 Write short notes on the following:
    - (a) Generic strategy alternatives.
    - (b) Possible strategy variables.
    - (c) Pricing collaborations.
    - (d) Strategic deviations.
  - 8 How does TQM award model help in the process of bench marking? Explain.

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- 1 Explain the Maslow's theory of Hierarchy of human needs.
- 2 Briefly explain the following:
  - (a) Line organization and functional organization.
  - (b) What is matrix organization?
- 3 What is plant layout? What are its different types? How do you control plant layout?
- 4 (a) What are the various functions of marketing?  
(b) What factors influence consumer behaviour?
- 5 (a) Explain the selection procedure and list various methods involved in it.  
(b) What are selections tests? What are various kinds of tests?
- 6 A project consists of 8 activities precedence relation and activity times are given. Draw the network and compute the critical path. Show the slack for each activity in a tabular column.

Activity	P	Q	R	S	T	U	V	W
Immediate predecessor	-	-	-	R	P, Q	T, S	S	U, V
Activity time(weeks)	12	20	28	12	28	12	8	8

- 7 Explain the strategies to improve sales performance of a strategic business unit.
- 8 Critically evaluate the ERP market in India.

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- 1 (a) Explain the importance of management.  
(b) What are the challenges you have to face as a manager? Discuss.
- 2 What is meant by line and staff organization? Briefly explain with examples.
- 3 What are the factors influencing the fixed layout? List out its advantages and disadvantages.
- 4 Explain the following terms with the help of a neat diagram.  
(a) Economic order quantity and lead time.  
(b) Safety stock and re-order point.
- 5 (a) Explain the concept and various levels of human resource planning.  
(b) Discuss briefly the functions of a HR Manager.
- 6 (a) What is cost slope? What is its significance in project crashing?  
(b) Explain how you determine the probability of meeting the scheduled date of completion of a project.
- 7 Illustrate how multinationals have been translating their global strategies to suit to Indian context.
- 8 (a) What is the role of automation in JIT?  
(b) Explain the basic elements of JIT.

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- 1 What are the basic principles of management according to Henry Fayol's?
- 2 Explain the significance and advantages of functional organization.
- 3 What is process layout? Explain its merits and demerits.
- 4 With reference to an inventory model explain the following:
  - (a) Maximum stock.
  - (b) Safety stock.
  - (c) Lead time.
  - (d) Reorder point.
- 5 Define a job. Explain how job analysis forms the basis for job description and job specifications. How does it help the personnel manager in designing a job?
- 6
  - (a) Distinguish between PERT and CPM.
  - (b) What do you mean by project crashing? State the procedure involved in crashing.
- 7
  - (a) Define Mission and explain the components of mission statement.
  - (b) What do you understand by strategic business unit? Discuss its role and relevance in corporate planning.
- 8
  - (a) Define MRP and CRP and BOM.
  - (b) How MRP differs from inventory control.

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