

III B.Tech Supplementary Examinations, Aug/Sep 2008
MANAGEMENT SCIENCE

(Common to Electrical & Electronic Engineering, Electronics & Communication Engineering, Chemical Engineering, Electronics & Control Engineering, Electronics & Telematics, Electronics & Computer Engineering and Instrumentation & Control Engineering)

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. Explain the concepts of management and organisation and analyse their relationship. [16]
2. What is types of committee organisation? Explain the basic principles of committee organisation. [16]
3. What do you mean by work study? Explain the basic procedure involved in method study and work measurement. [16]
4. Write short notes on the following:
 - (a) Purchase requisition
 - (b) Notice for inviting tenders
 - (c) Comparative statement
 - (d) Purchase order. [4×4]
5. Explain different techniques of job evaluation. What are the advantages and disadvantages of each technique. [16]
6. Given the following data, compute the expected project duration by drawing a network and indicate critical path. Find total slack of each event. [16]

Activity	T_o	T_m	T_p
1-2	2	5	14
1-6	2	5	8
2-3	5	11	29
2-4	1	4	7
3-5	5	11	17
4-5	2	5	14
6-7	3	9	27
5-8	2	2	8
7-8	7	13	13

7. What is environmental scanning and what are the factors effecting external environment. [16]
8. What do you understand by total quality management? How does this concept differ from quality control techniques? [16]

Code No: R05320203

Set No. 1

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1. Define management. State the important characteristics of management. [16]
2. Explain the following:
 - (a) Principle of Authority and Responsibility
 - (b) Principle of Unity of Command
 - (c) Principle of Span of Control
 - (d) Principle of Exception. [4×4]
3. What is a flow chart? Discuss its utility for method study engineer. [16]
4. Define consumer behaviour? What is its importance in marketing? [16]
5. Do you prefer centralized recruitment or de-centralized recruitment for recruiting executives in public sector? Substantiate your argument with adequate reasoning. [16]
6. Draw the PERT network for the following activities and determine the probability of completing the project in 48 days. [16]

Jobs	Duration in days		
	Optimistic	Most likely	Pessimistic
1-2	5	8	1
1-3	1	3	5
2-4	4	6	7
3-4	3	7	9
4-5	10	20	30
4-6	14	18	23
4-7	3	6	10
5-7	5	9	12
6-8	1	4	6
7-8	2	5	9

7. As a strategic manager, develop a realistic model for the evaluation and control process in the Indian context. Discuss. [16]
8. What is portfolio management ? Discuss various key aspect in investment Decisions. [16]

Code No: R05320203

Set No. 2

Code No: R05320203

Set No. 3

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1. What do you mean by social responsibility of managers? How can social responsibility be made operational in an organisation? [16]
2. State the essential elements of good organisation. [16]
3. Define Plant layout. Explain the objectives of the good plant layout. [16]
4. Describe the marketing mix with its basic elements. [16]
5. Evaluate the significance of performance appraisal in an educational institution. How would you make it more effective? [16]
6. Explain how do you determine the probability of meeting the scheduled date of completion of project. [16]
7. Can strategic management fail? Can it be prevented? [16]
8. Explain the philosophy behind Total quality management customer satisfaction and continuous improvement. What are the objectives of TQM? [16]

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1. State and explain the Taylor's scientific management. [16]
2. "Organisation structure refers to the differentiation and integration of activities, authority, roles and relationships". Explain. [16]
3. The following table gives the number of rivets missing at aircraft final inspection. Prepare appropriate control chart. [16]

S.No	Air Plane No.	No. of missing Rivets
1	A	8
2	B	16
3	C	14
4	D	19
5	E	11
6	F	15
7	G	8
8	H	11
9	I	21
10	J	12
11	K	23
12	L	16
13	M	9
14	N	25
15	O	15
16	P	9
17	Q	9
18	R	14
19	S	11
20	T	9
21	U	10
22	V	22
23	W	7
24	X	28
25	Y	9
Total		351

4. What are the duties, functions and responsibilities of a purchasing manger? [16]
5. Describe in detail the process of performance appraisal. [16]
6. How do you compute the probability of completion of project within scheduled time? [16]
7. What do you mean by mission and objectives of the organization? Explain with examples? [16]
8. Write short notes on:
 - (a) Capability Maturity Model (CMM)
 - (b) Just-in-Time (JIT)
 - (c) Balanced Scored Card. [5+5+6]
