

II B. Tech II Semester Regular/Supplementary Examinations, April/May - 2019**MANAGEMENT SCIENCE**

(Com to EEE, ECE, ECC)

Time: 3 hours

Max. Marks: 70

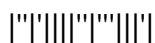
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- Note: 1. Question Paper consists of two parts (**Part-A** and **Part-B**)
2. Answer **ALL** the question in **Part-A**
3. Answer any **FOUR** Questions from **Part-B**
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PART -A

1. a) What are Programmed decisions?
b) Explain Vision and mission.
c) What is ABC analysis?
d) What is Merit rating?
e) Explain briefly Critical path.
f) What are the merits of JIT?

PART -B

2. a) Discuss briefly evolution of Management.
b) Explain coordination and control functions of Management.
3. a) Explain about work study.
b) What is Statistical Quality control? Explain its importance.
4. a) Compare and contrast HRM and HRD.
b) Discuss the importance of Job evaluation.
5. a) Explain about Project crashing.
b) What is network analysis?
6. a) What is strategic management?
b) Explain the importance of environmental scanning.
7. a) What is Capability Maturity Model?
b) Explain the growing importance of Supply chain management.



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PART -A

1. a) What are the merits of centralization?
- b) Explain FSN analysis.
- c) Distinguish between Selling and Marketing.
- d) Explain PERT.
- e) What is Policy and Strategy?
- f) Explain Benchmarking.

PART -B

2. a) Compare and contrast Programmed and Non-Programmed decisions.
b) Explain decision making process.
3. a) Discuss the need for Inventory control in an organization.
b) Explain about R-Chart.
4. a) Discuss the various functions of Marketing.
b) Explain channels of distribution for motor bikes.
5. a) What are the differences in PERT and CPM?
b) Explain Float and Slack.
6. a) Discuss the various steps in strategy formulation and implementation.
b) Explain Generic strategy alternatives.
7. a) What are the demerits of BPO?
b) Explain the functions of Management Information systems.



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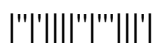
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PART -A

1. a) What are non programmed decisions?
- b) Explain Maslow's Need hierarchy.
- c) Why Economic order quantity is important?
- d) Explain maturity stage of Product Life cycle.
- e) What is network analysis?
- f) Why environmental scanning is significant part of strategy?

PART -B

2. a) What are merits and demerits of Organic organization structure?
- b) Explain when decentralization needs to be adopted by the organizations.
3. a) Explain ABC analysis by taking a suitable example.
- b) Discuss the need for inventory control.
4. a) What is a performance management system?
- b) Explain how feedback of performance management motivates employees.
5. a) What are the steps in development of network?
- b) Explain PERT.
6. a) Explain Goals and Strategy of an organization of your choice.
- b) Discuss briefly Corporate Planning process.
7. a) Explain third party logistics in Supply chain management.
- b) Discuss briefly the concept of Bench marking.



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PART -A

1. a) Explain Hygiene factors of two factor motivation theory.
- b) What is VED Analysis?
- c) Distinguish between transfer and promotion.
- d) Explain Critical Path method.
- e) Discuss briefly about SWOC analysis.
- f) Explain Business process re-engineering.

PART -B

2. a) Explain global leadership and organizational behavior effectiveness (Globe) structure.
- b) What are the principles of organization?
3. a) Explain the various statistical control charts.
- b) Why materials management is important? Discuss.
4. a) Distinguish between selling and marketing.
- b) What is job description and job specification?
5. a) Distinguish between PERT and CPM.
- b) Explain Project Crashing.
6. a) Discuss the global strategies followed by the MNCs.
- b) Explain briefly SWOT analysis.
7. a) Explain the need for TQM in an organization.
- b) Discuss how business process re-engineering will enhance the performance of the organization.

