R13

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
B. Tech IV Year I Semester Examinations, November/December - 2017
MANAGEMENT SCIENCE
(Common to ECE, ETM, MMT)

Time: 3 Hours　　　　　　　　　　　　　　　　　　　　Max. Marks: 75

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART-A
(25 Marks)

1. Answer briefly in about 5 sentences each:
   a) Hygiene factors theory. [2]
   b) Cellular Organization Structure. [3]
   c) Bin Card and Invoice. [2]
   d) Product Mix Decision. [3]
   e) Types of Internal Recruitment. [2]
   f) CMM. [3]
   g) Features of Network Analysis. [2]
   h) PERT vs CPM. [3]
   i) Strategic Deviation. [2]
   j) Generic Strategies. [3]

PART-B
(50 Marks)

2.a) Give explanation on outcome of Elton Mayo Experiments
 b) Explain line & Staff Organization structure and Functional Organization Structure. [5+5]

OR

3.a) What is formal and informal organization? Explain principles of Organization.
 b) Explain roles and skills of a manager based on the levels of management. [5+5]

4.a) Explain marketing strategies for saturation and decline stages of PLC with examples.
 b) Explain about BPR, JIT and Six Sigma. [5+5]

OR

5.a) Illustrate 14 Principles of Deming for Quality.
 b) Describe product and process layout with examples. [5+5]

6.a) What is recruitment and selection? Explain various types of interviews with examples
 b) Define training. Explain the types of the job training methods. [5+5]

OR

7.a) What is job evaluation? Explain various methods in Job evaluation.
 b) Define compensation management. Explain various methods of wage payment. [5+5]

8.a) What is PERT? Explain its history and importance in Network Analysis.
b) Find the duration of the project, Variance of Critical Path, Probability of completing the project in 30days. [5+5]

Activity	1-2	1-3	2-4	2-5	3-4	3-6	4-7	5-7	6-7
$T_O(T_1)$	3	5	2	1	8	6	3	4	6
$T_M(T_2)$	7	9	5	3	12	9	6	7	9
$T_P(T_3)$	9	13	7	6	14	8	11	9	11

OR

9.a) Explain the procedure for measuring floats.
b) The following table gives the activities of a construction project. Indirect cost is Rs.1300. Find the minimum duration of the project and the project cost associated.[5+5]

Activity	Normal		Crash	
	Time	Cost	Time	Cost
1-2	9	8000	7	10000
1-3	5	5000	3	8000
2-3	7	7000	5	8600
2-4	8	6000	6	7000
3-4	6	9000	4	11,400

10.a) Define Corporate planning. Explain various types of plans in the corporate world.
b) What is SWOT analysis? What is the significance of SWOT analysis for strengthening an organization? [5+5]

OR

11.a) What is balanced score card? How it is useful for a company?
b) Explain the concept of value chain analysis. [5+5]

--ooOoo--