

**R15**

Code No: 128CR

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**B. Tech IV Year II Semester Examinations, July - 2019**

**MANAGEMENT SCIENCE**

(Common to CSE, IT)

**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. Explain the following:
  - a) Nature of Management. [2]
  - b) Systems approach to Management. [3]
  - c) Marketing Mix. [2]
  - d) Functions of Marketing. [3]
  - e) HRM Vs. PMIR. [2]
  - f) Merit Rating. [3]
  - g) Importance of Project Management. [2]
  - h) Project Crashing. [3]
  - i) Strategic management policy. [2]
  - j) Balance Score Card. [3]

**PART - B**

**(50 Marks)**

- 2.a) Briefly explain the Fayol's Principles of Management. [5+5]
  - b) Explain the salient features Mc. Gregory's theory X and theory Y. [5+5]
- OR**
- 3.a) Describe the social responsibilities of management. [5+5]
  - b) Explain the types and evaluation of mechanistic structure of organization. [5+5]
- 4.a) Explain the principles and types of plant layout. [5+5]
  - b) Describe the Deming's Contribution to Quality. [5+5]
- OR**
- 5.a) Explain the objectives of inventory control and describe the salient features of ABC analysis. [5+5]
  - b) Explain about importance of supply chain Management in the present business scenario. [5+5]
- 6.a) Explain the salient feature of HR Planning and Recruitment procedure. [5+5]
  - b) Describe the significance of Wage and Salary administration. [5+5]
- OR**
- 7.a) What is Job Evaluation? Explain the salient features Capability Maturity Model. [5+5]
  - b) Explain the salient features of Performance Management System. [5+5]

- 8.a) What is Network analysis? Distinguish between PERT and CPM.  
 b) Explain the objectives, limitations and advantages of Network Analysis. [5+5]

OR

- 9.a) Explain the significance of project cost analysis.  
 b) Given the following for a project:

i	j	Duration (Days)
1	2	5
3	5	4
4	5	4
2	6	6
5	6	7
5	7	8
6	8	10
7	8	3
7	9	5
8	10	7
9	10	6

- i) Draw CPM diagram.  
 ii) Find out the critical path. [5+5]

- 10.a) Explain the elements of corporate planning process and describe the importance of Environmental Scanning.  
 b) What is SWOT analysis? Explain the importance of Value Chain Analysis. [5+5]

OR

- 11.a) What is Bench Marking? Discuss significance of Generic strategy alternatives.  
 b) Explain the concepts "Objectives, Policy, Strategy and Programs" in Strategic Management. [5+5]

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