

R13

Code No: 118CR

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year II Semester Examinations, May - 2017

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. a) With what reasons would you defend 'Decentralization' in an Organization? [2]
- b) What do you understand by 'Unity of Direction'? [3]
- c) Define the concept 'Work measurement'. [2]
- d) How is TQM different from traditional management approach? [3]
- e) What is the rationale of conducting 'Job analysis'? [2]
- f) Differentiate 'Transfer' from 'promotion'. [3]
- g) Distinguish between 'Event' and 'Activity' [2]
- h) How is CPM approach different from PERT in project management? [3]
- i) Distinguish between 'Vision' and 'Mission'. [2]
- j) What do you understand by 'Balanced score card'? [3]

PART - B

(50 Marks)

2. Critically examine Herzberg's two factor theory. Make a comparison between the theories of Herzberg and Maslow. Which of these theories do you prefer in Indian context? Give reasons. [10]

OR

3. Distinguish between 'Management' and 'Organization'. Briefly explain the principles of Management as enunciated by Fayol. [10]

4. Define 'Method study' and explain the procedure to be followed for implementing Method study in an Organization. [10]

OR

5. What are the objectives of Inventory control? Briefly explain how selective Inventory control can be followed in an Organization? [10]

6. Why do Managements prefer to provide Training to newly recruited employees and as well as existing employees? Explain various methods of Training being commonly followed. [10]

OR

7. What do you understand by 'Performance Appraisal'? Why is it required? Critically evaluate different methods of performance Appraisal. [10]

8. The details of activities of a project are given below:

| Activity | Time (in weeks) |
|----------|-----------------|
| 1-2 | 2 |
| 1-3 | 2 |
| 1-4 | 1 |
| 2-5 | 4 |
| 3-6 | 8 |
| 3-7 | 5 |
| 4-6 | 3 |
| 5-8 | 1 |
| 6-9 | 5 |
| 7-8 | 4 |
| 8-9 | 3 |

Construct a network diagram and compute the project completion time. [10]

OR

9. The normal cost and duration, crash cost and duration of activities (in days) of a project are given in the table. If the overhead cost is Rs.45 per day, determine the optimal cost schedule for the project by drawing the project schedule vs. total cost. [10]

| Activity | Normal cost | Normal duration | Crash cost | Crash duration |
|----------|-------------|-----------------|------------|----------------|
| 1-2 | Rs.360 | 3 | Rs.440 | 1 |
| 2-3 | 240 | 4 | 320 | 2 |
| 2-4 | 100 | 7 | 140 | 3 |
| 3-4 | 80 | 5 | 140 | 2 |

10. Define 'Environmental scanning'. What is the need for environmental scanning? What are the environmental scanning techniques? [10]

OR

11. What do you mean by 'strategy'? Describe the basic elements in the process of strategic management. [10]

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