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Code No: 09A70401

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year I Semester Examinations, May/June - 2013

Management Science

(Electronics and Communication Engineering)

Time: 3 Hours

Max. Marks: 75

Answer any Five Questions  
All Questions Carry Equal Marks

1. Discuss the transformational leadership with a suitable example. [15]
2. Explain the various organizational structures prevailing in the present scenario. [15]
3. Compare and contrast the job and mass production methods. [15]
4. Discuss the various functions of Marketing with an example. [15]
5. Explain the importance of exit interviews in the separation process. [15]
6. Discuss the growing significance of Project Management in the firms. [15]
7. Explain the need for generic alternative strategies. [15]
8. What are the various contemporary management practices? Explain. [15]

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