

Code No: 118CR

R13

JAWAHARLAL NEERU 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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