

**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.

b) Explain the salient features Mc. Gregory's theory X and theory Y. [5+5]

**OR**

3.a) Describe the social responsibilities of management.

b) Explain the types and evaluation of mechanistic structure of organization. [5+5]

4.a) Explain the principles and types of plant layout.

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.

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.

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.

b) Explain the salient features of Performance Management System. [5+5]

AG AG AG AG AG AG AG A

- 8.a) What is Network analysis? Distinguish between PERT and CPM.  
b) Explain the objectives, limitations and advantages of Network Analysis. [5+5]
- 9.a) Explain the significance of project cost analysis.  
b) Given the following for a project:

OR

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]

---ooOoo---

AG AG AG AG AG AG AG A

AG AG AG AG AG AG AG A

AG AG AG AG AG AG AG A