

Code: 13A52702

R13

B.Tech IV Year I Semester (R13) Regular Examinations November/December 2016

MANAGEMENT SCIENCE

(Common to CSE, IT, EEE, ECE & EIE)

Time: 3 hours

Max. Marks: 70

PART – A

(Compulsory Question)

- 1 Answer the following: (10 X 02 = 20 Marks)
- (a) Write different functions of management.
 - (b) Discuss Taylor's four principles of scientific management.
 - (c) Differentiate between the vertical and horizontal dimensions of organization structure.
 - (d) What is authority? How is it different from accountability?
 - (e) What are the steps involved in the HRP process?
 - (f) Describe the three components of the staffing process.
 - (g) What is operations management and what are the three stages of operation?
 - (h) What is MRP?
 - (i) What is a value chain?
 - (j) What is corporate planning?

PART – B

(Answer all five units, 5 X 10 = 50 Marks)

UNIT – I

- 2 Explain Maslow's need hierarchy.
- OR
- 3 What is organizational leadership? How can leadership be effective?

UNIT – II

- 4 In a short essay, list and explain the three additional key elements in designing an organization's structure.
- OR
- 5 Describe the types of interdependence that exist among organizational units.

UNIT – III

- 6 Explain how orientation programs train employees in technical, interpersonal, and conceptual skills.
- OR
- 7 In a short essay, list three additional sources of potential job candidates. Include a discussion of the advantages and disadvantages of each major source to support your answer.

UNIT – IV

- 8 Compare and contrast the following methods of monitoring the progress of projects: Gantt charts, program evaluation and review technique (PERT), and the critical path method (CPM).

OR

- 9 What is marketing control? Explain its importance in business organizations.

UNIT – V

- 10 Explain about the following:

- (a) TQM.
- (b) Six Sigma.

OR

- 11 What is SWOT analysis? Explain its process and significance in organization.
