

**R15**

**Code No: 127EG**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**B. Tech IV Year I Semester Examinations, July/August - 2023**

**MANAGEMENT SCIENCE**

**(Electronics and Communication Engineering)**

**Time: 3 Hours**

**Max. Marks: 75**

**Note:** i) Question paper consists of Part A, Part B.

ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.

iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

**PART – A**

**(25 Marks)**

1. Write short notes for the following:
  - a) Systems approach to management. [2]
  - b) Basic concepts related to organization. [3]
  - c) Job and Batch production. [2]
  - d) Six sigma. [3]
  - e) Recruitment methods. [2]
  - f) Capability maturity model levels. [3]
  - g) Average time estimate in project management. [2]
  - h) Direct and Indirect costs in a project. [3]
  - i) Value chain analysis. [2]
  - j) Bench marking [3]

**PART – B**

**(50 Marks)**

- 2.a) Describe the nature and functions of Management.
  - b) Enumerate and explain Henry Fayol's principles of management. [5+5]
- OR**
- 3.a) Illustrate Maslow's theory of motivation.
  - b) What are the salient features of styles of leadership? [5+5]
- 4.a) Discuss the factors to be considered in designing a Plant Layout.
  - b) Illustrate the procedure involved in Method study. [5+5]
- OR**
- 5.a) Discuss the underlying principles of Total quality management.
  - b) Explain the marketing strategies during different stages of Product life cycle. [5+5]
- 6.a) Differentiate between Personnel management and Industrial relations.
  - b) Explain the important stages in Manpower planning. [5+5]
- OR**
- 7.a) Explain the steps involved in Selection process and brief on performance appraisal methods.
  - b) Distinguish between Job evaluation and Merit rating. [6+4]

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- 8.a) State the applications of Network analysis.
- b) Distinguish between PERT and CPM and state where they are used. [5+5]

**OR**

- 9.a) Write a note on the following: i) Total Float ii) Free Float and iii) Independent Float.
- b) What do you understand by “Crashing” of a CPM network? [6+4]

- 10.a) Define “Goal, strategy and policy” of an organization. State their significance in strategic management.

- b) Describe the elements of corporate planning process. [6+4]

**OR**

- 11.a) Identify and explain the steps in strategy formulation and implementation.
- b) What is SWOT analysis? Discuss how it can be carried out for a software company. [5+5]

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