

R15

Code No: 127EG

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year I Semester Examinations, January/February - 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. Answer the following:

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| a) Nature of management. | [2] |
| b) Mechanistic structure of organization. | [3] |
| c) Business Process Reengineering. | [2] |
| d) Six Sigma. | [3] |
| e) Importance of HRM. | [2] |
| f) Job evaluation. | [3] |
| g) Meaning of Network analysis. | [2] |
| h) 'Activity' meaning in Network terminology. | [3] |
| i) Strategic Planning. | [2] |
| j) Bench Marking. | [3] |

PART – B

(50 Marks)

- 2.a) Briefly explain the functions of Management.
- b) Explain the salient features of Taylor's Scientific Management. [5+5]

OR

- 3.a) Explain the salient features of Maslow's theory hierarchy of human needs.
- b) Illustrate the social responsibilities of management. [5+5]

- 4.a) Explain the principles of plant layout and methods of production.
- b) Illustrate the salient features of method and work studies. [5+5]

OR

- 5.a) Explain the significance of TQM and Illustrate the salient features of inventory control and explain the ABC selective control technique.
- b) Brief on marketing strategies based on product life cycle. [5+5]

- 6.a) Explain the salient features of personal management and industrial relations.
- b) Briefly explain the functions of Manpower Planning and Recruitment. [5+5]

OR

- 7.a) What is performance appraisal? And explain its importance.
- b) Explain the salient features of Capacity Maturity Modal. [5+5]

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- 8.a) Explain PERT and CPM. Briefly list out their applications.
- b) What are the rules that are to be observed while drawing a Network? [5+5]

OR

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- 9.a) Explain direct and indirect costs in project management with reference to time period.
- b) What is project crashing? And explain its significance. [5+5]

- 10.a) Explain the importance of Mission, Goals and Objectives in strategic management.
- b) What are the elements of corporate planning process? [5+5]

OR

- 11.a) Explain the salient features of SWOT analysis.
- b) Illustrate the generic strategy alternatives. [5+5]

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