

MANAGEMENT SCIENCE
(Common to CSE, IT, EIE and ME)

Time: 3 hours

Max. Marks: 70

PART – A
(Compulsory Question)

- 1 Answer the following: (10 X 02 = 20 Marks)
- (a) Briefly write about directing.
 - (b) What is autocratic leadership?
 - (c) Define sales promotion.
 - (d) Write objectives of inventory management.
 - (e) List the sources of recruitment.
 - (f) What do you mean by employee grievance?
 - (g) Define mission statement.
 - (h) Define strategy.
 - (i) Write objectives of supply chain management.
 - (j) What is bench marking?

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

UNIT – I

- 2 (a) Define the term 'Management'. Explain its need and significance.
(b) Explain Maslow's need hierarchy theory.

OR

- 3 (a) Discuss the principles of modern management.
(b) Explain the steps involved in decision making.

UNIT – II

- 4 (a) Briefly discuss about different types of plant layout.
(b) Explain the significance of Marketing Mix.

OR

- 5 (a) Discuss the need for inventory control. Write about EOQ.
(b) Explain the Product Life Cycle concept.

UNIT – III

- 6 (a) How do you handle employee grievances? Suggest some techniques?
(b) Briefly discuss about the basic functions of HRM.

OR

- 7 (a) Explain in detail about the 'Selection Process'.
(b) What are different performance appraisal methods?

Contd. in page 2

UNIT – IV

- 8 (a) Write about the importance of Vision, Mission and Goals in an organization.
 (b) Calculate the crash cost to complete the project in 10 days.

activity	Normal time in days	Crash time in days	Normal cost	Crash cost
1-2	6	4	12000	14000
1-3	4	3	6000	8000
2-4	3	2	5000	5000
3-5	8	6	8000	12000
4-5	7	4	6000	8000

OR

- 9 (a) Explain the steps involved in Strategy formulation.
 (b) Construct the critical path from the following data.

Activity	Time
A	-
B	A
C	A
D	B,C
E	C
F	D
G	E
H	F,G

UNIT – V

- 10 (a) Write a short note on Total Quality Management (TQM).
 (b) Explain the importance of Material Requirement Planning (MRP).

OR

- 11 (a) Write in detail about Enterprise resource planning.
 (b) Explain Six Sigma and Business Process reengineering.
