

IV II USE

R09

Code No: 09A80107

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year II Semester Examinations, July - 2014

MANAGEMENT SCIENCE

(Common to CE, CSE, IT)

Time: 3 Hours

Max. Marks: 75

Answer any Five Questions
All Questions Carry Equal Marks

- 1.a) What are the various Leadership styles? Explain.
- b) Explain the need, significance and importance of Theory X and Theory Y.
2. Evaluate a) Matrix organization b) Lean and Flat organization c) EOQ.
3. Explain the importance and types of plant layout. For pharma manufacturing industry, which lay out do you suggest?
4. Define Marketing. Explain the marketing strategies based on Product Life Cycle at different stages in it.
- 5.a) What are the methods of Performance Appraisal?
- b) Explain the importance of recruitment and selection. Discuss various steps of recruitment and selection.
6. SWOT analysis is the first and foremost step to evolve a strategy. Do you agree? Support your answer with appropriate example.
7. Write short notes on any two of the following:
 - a) Balanced Score Card
 - b) Business Process Outsourcing (BPO)
 - c) Work Study
 - d) Acceptance Sampling.
8. A small project consists of the following activities with the given time estimates.

Project event – Successor event (i-j)	Estimated duration (in Months)		
	Optimistic time(t_o)	Most likely time (t_m)	Pessimistic time (t_p)
1-2	2	2	14
1-3	2	8	14
1-4	4	4	16
2-5	2	2	2
3-5	4	10	28
4-6	4	10	16
5-6	6	12	30

- a) Draw the net work
- b) Calculate the average expected time for each activity
- c) Calculate the earliest expected time and latest allowable time for each event
- d) Determine the critical path considering project completion time of 36 months.

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