II B.Tech II Semester Examinations,April/May 2012
MANAGEMENT SCIENCE
Chemical Engineering

Time: 3 hours   Max Marks: 75

Answer any FIVE Questions
All Questions carry equal marks
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1. Explain various objectives and requirements of merit rating. Explain essential characteristics of a good wage incentive plan. [15]

2. What are primary purposes of organizational structures? Differentiate between line and staff organizations. [15]

3. (a) Distinguish between value analysis and value engineering.
   (b) State the conditions when Value Analysis should be applied.
   (c) Explain Deming's PDCH. [5+5+5]

4. Explain the following:
   (a) Customer satisfaction
   (b) outsourcing
   (c) hedging
   (d) integrated marketing [15]

5. Explain the following concepts in detail with examples
   (a) Programmes
   (b) Corporate Planning Process. [15]

6. Is layout design for a service organization any different from that of a manufacturing Organization? Explain your answer in detail. [15]

7. The activities details along with time estimates and precedence relationships are given below:

Activity	Predecessor	Activity Times(days)		
		Optimistic time	Most likely time	Pessimistic time
A	-	1	2	3
B	A	1	2	3
C	A	2	4	6
D	A	2	5	14
E	C,D	6	12	18
F	D	1	3	5
G	E	10	12	30
H	G	3	5	7
I	H	1	2	3
J	B&I	5	10	15

   (a) Draw the network.

   (b) Determine the critical & project duration.

   (c) If the project due date is 30, what is the probability of meeting the due date.

                      [15]

8. Compare and contrast the Maslow and Herzberg theories of motivation. On what grounds has the Herzberg theory been criticized? Why would you suspect that Herzberg's approach has been so popular with practicing managers? [15]

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Code No: R09220801   **R09**   **Set No. 4**

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Time: 3 hours   Max Marks: 75

Answer any FIVE Questions
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1. What are specification limits? Why do we need them in SPC?   [15]

2. (a) Explain materials management as a process.

   (b) Explain the stores documents with appropriate illustrations.   [7+8]

3. What is job description? Explain various parts of it. Write job discription of a professor.   [15]

4. Define strategy. State and explain its salient features. Distinguish between strategy and tactics elaborately.   [15]

5. The following table gives details about the various activities of a project

Activity	Time(days)		
	Optimistic time	Most likely time	Pessimistic time
1-2	10	11	12
2-3	6	10	14
2-4	5	8	11
2-5	1	5	9
3-6	3	7	5
4-6	4	9	14
5-7	1	2	3
6-7	3	7	11
7-8	9	12	15
7-9	3	5	7
8-9	0	0	0

   (a) Draw the network.

   (b) Find thecritical path and its expected project duration.

   (c) The probability that the project will be completed within 50 days.   [15]

6. Explain Just-in-time philosophy. Explain how it reduces waste and variability.
     [15]

7. Identify the elements of the external environment that are likely to be most important to each of the following:

   (a) a company president

   (b) a sales manager

(c) a production manager

(d) a controller and

(e) a personnel manager. [15]

8. Why it is necessary to create staff positions in organizations? Do these positions reduce the authority of line managers? Explain. [15]

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Code No: R09220801　　　　　**R09**　　　　　**Set No. 1**

II B.Tech II Semester Examinations,April/May 2012
MANAGEMENT SCIENCE
Chemical Engineering

Time: 3 hours　　　　　　　　　　　　　　　　　　　Max Marks: 75

Answer any FIVE Questions
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1. State the objectives and factors influencing plant layout. What are the advantages of good layout? [15]

2. What are the components of material management function and why should they be integrated? [15]

3. Define a Goal. Explain its significance and objectives. Define term the Policy. From this definition derive its features. [15]

4. Time taken by different activities of P.E.R.T project is as given below:

Activity		Activity Times(days)		
Tail Event (i)	Head event(j)	Optimistic time	Pessimistic time	Most likely time
1	2	1	3	2
2	3	1	7	4
2	7	2	4	3
3	4	1	5	3
3	5	0	0	0
4	6	0	0	0
5	6	3	13	5
7	8	4	12	8
6	9	4	14	6
8	9	1	2	2

   (a) Draw the network

   (b) Determine the expected time and variance for each activity.

   (c) Determine critical path [15]

5. Under what conditions would a matrix structure be most suitable? What are its advantages and disadvantages? [15]

6. What do you understand by "Recruitment Policy" of an organization? Discuss the pre-requisites of a good recruitment policy. [15]

7. Explain Maslow's hirarchy of needs? Why has the Maslow theory of needs been criticized? To what extent, if any, is it valid? [15]

8. (a) Explain the methodology for ERP implementation.

   (b) Explain how ERP implementation partners are selected. [7+8]

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1. (a) What is motivation? How does it effective managing take advantage of, and contribute to, motivation?

   (b) To what extent, and how, is money an effective motivation?   [8+7]

2. Compare job evaluation and merit rating methods. Explain advantages and disadvantages of job classification method.   [15]

3. Define 4 Ps of marketing. How does it differ from selling?   [15]

4. Explain the concept of functional authority. How do you delegate it? Can you restrict its scope?   [15]

5. What do you understand by acceptance sampling? Explain the concepts of single and double sample plans.   [15]

6. The following represents a project that should be scheduled using PERT

Activity	Immediate Predecessors	Times(days)		
		Optimistic time	Most likely time	Pessimistic time
A	-	10	22	28
B	A	4	4	10
C	A	4	6	14
D	B	1	2	3
E	C	1	5	9
F	C,D	7	8	9
G	E,F	2	2	2

   (a) Draw the network.

   (b) What is critical path & the expected project completion time.

   (c) What is the probability of completing this project within 35 days.   [15]

7. Explain the significance of SWOT analysis and state its limitations.   [15]

8. Define Value Chain Analysis. Explain the various activities involved in Value Chain Analysis.   [15]

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