

R09

Code No: 57034

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year I Semester Examinations, November/December - 2018

MANAGEMENT SCIENCE
(Common to ECE, ETM, MMT)

Time: 3 Hours

Max. Marks: 75

Answer any Five Questions
All Questions Carry Equal Marks

1. State and explain briefly 14 principles of management postulated by Henry Fayol. Do you consider them to be indispensable and valid even after years have passed since they were stated? [15]
- 2.a) What is cellular organization? Discuss its merits and limitations.
b) Where do you think that matrix organization structure would serve great purpose? Explain the structure of matrix organization. [8+7]
- 3.a) In a work sampling exercise involving fixing standard time for fabrication of a work piece, it was noticed that out of 800 observations, 150 times the worker was not found in the place or was simply idle. The observations were conducted over a week of 5 working days of 8 hour shift. The worker is rated 110%. The total number of work piece turned out was 180. The allowance for rest and relaxation for this type of work is 15%. Calculate the standard time for the work piece.
b) What is OC chart? How do you make use of them in acceptance sampling? [8+7]
- 4.a) A company follows strictly EOQ system. Its inventory carrying cost for the year for an item is Rs. 35,00,000. The company places 1050 orders for the item for the year for this item. What is the ordering cost per order?
b) What are the appropriate strategies in terms elements of marketing at various stages of product life cycle? [6+9]
- 5.a) What are the various causes of employee separation?
b) What are the objectives of merit-rating? Who should rate the employee? At what frequency it can be conducted? [6+9]

6. The following data are available for a project

activity	Predecessor activity	Crashing potential (weeks)	Normal duration (weeks)	Crashing cost per week Rs.
A	--	3	11	11,000
B	--	3	14	3000
C	--	2	15	6000
D	A	1	13	1000
E	B	3	6	6000
F	C	1	8	2000

Determine the optimum crashing plan.

[15]

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- 7.a) What is SWOT analysis? What is its importance in strategic management? [8+7]
b) What is mission and vision statement? What are its characteristics?

8.a) What are the salient aspects of Capability Maturity Model?
b) Explain how Deming's PDCA cycle can be use in quality improvement in organization. [8+7]

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