Code: EC8T3C

IV B.Tech - II Semester - Regular Examinations - March 2018

MANAGEMENT SCIENCE
(ELECTRONICS AND COMMUNICATION ENGINEERING)

Duration: 3 hours   Max. Marks: 70

PART – A

Answer *all* the questions.   All questions carry equal marks

11x 2 = 22 M

1.

   a) Define division of labour principle.
   b) List out the different communication systems.
   c) What is the role of ethics in management?
   d) Describe the functional layout.
   e) Define attribute.
   f) What is the importance of Inventory control?
   g) What is meaning of JIT?
   h) List out the operational functions of Personnel
      Management.
   i) Explain the performance appraisal.
   j) What is bench marking?
   k) State the components of economic environment.

PART – B

Answer any ***THREE*** questions. All questions carry equal marks.

3 x 16 = 48 M

2.a) Management is regarded as an art by some, science by others." In the light of this statement, explain the exact nature of management.   7 M

b) What do you understand by matrix organization? Under what situation this organization structure would be appropriate? Illustrate your answer with example.   9 M

3.a) Discuss the main techniques of the statistical quality control.   8 M

b) Can productivity be improved with the help of plant layout? Explain your answer with reference to product and process layouts.   8 M

4.a) Describe the different levels of CMM model.   6 M

b) The ABC Co. is planning to stock a new product. The Company has developed the following information:
Annual usage = 5400 units
Cost of the product = Rs.365/- per unit
Ordering cost = Rs.55/- per order
Carrying cost = 28% cost of the product

   i)   Determine the optimal number of units per order

   ii)   Find the optimal number of orders/year

What is time gap between one order to another order?

                                 10 M

5.a) What is marketing segmentation? Explain need for
     segmentation of market.   8 M

  b) Differentiate job evaluation Vs merit rating.   8 M

6.a) Planning involves a choice between alternative courses of
     action. Comment.   8 M

  b) Explain the steps involved in strategy formulation and
     implementation.   8 M