

Code No: RT22043

**R13**

**SET - 1**

**II B. Tech II Semester Supplementary Examinations, November-2017**  
**MANAGEMENT SCIENCE**  
(Electronics and Communications Engineering)

Time: 3 hours

Max. Marks: 70

- Note: 1. Question Paper consists of two parts (**Part-A** and **Part-B**)  
2. Answer **ALL** the question in **Part-A**  
3. Answer any **THREE** Questions from **Part-B**
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**PART -A**

1. a) Explain the function of management (4M)
- b) Explain Quality control Technique (4M)
- c) Explain Job evaluation Process (3M)
- d) Define environmental Scanning (4M)
- e) What is Business Law (3M)
- f) Explain the concept of JIT (4M)

**PART -B**

2. a) Explain Maslow's Need – Hierarchy theory? (8M)
- b) Describe the essential steps in decision Tree Analysis. (8M)
3. a) Define the term "Work Study" and state its objectives. (8M)
- b) A factory uses annually 24,000 units of a raw material which costs Rs. 1.25 per unit. Placing each order costs Rs. 25 and carrying cost is 6% per year of the average inventory. Fixed the Economic Order Quantity. (8M)
4. a) Explain the function and role of financial Management in an organization (8M)
- b) Illustrate the stages in Product Life Cycle. (8M)
5. a) Discuss the essential steps in Corporate Planning. (8M)
- b) Explain what SWOT analysis is and how it helps to generate alternative corporate strategies. (8M)
6. a) What are the ethics to be followed in Human Resource Management? (8M)
- b) Differentiate between Business Ethics and Law. (8M)
7. a) Describe the characteristics of Just – in – Time system. (8M)
- b) Give a brief account of the evolution of Enterprise Resource Planning (ERP). (8M)

