

Code No: 09A70401

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year I Semester Examinations, June/July - 2014

MANAGEMENT SCIENCE

(Common to ECE, ETM)

Time: 3 Hours

Max. Marks: 75

Answer any Five Questions
All Questions Carry Equal Marks

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1. Explain the Maslow's Theory of Human Needs.
2. Distinguish between the line organization and functional organization. Supplement your answer with suitable block diagrams.
3. Discuss the basic procedure involved in method study.
4. What is marketing? Explain the functions of marketing.
5. Why do conflicts arise between Management and Trade Unions and recruitment transfers and transfers? How do you tackle them?
6. The following table gives the activities in construction project and time duration.

Activity	Preceding activity	Normal time(days)
1-2	---	20
1-3	--	25
2-3	1-2	10
2-4	1-2	12
3-4	1-3,2-3	5
4-5	2-4,3-4	10

- a) Draw the activity network of the project.
 - b) Find the total float and free float for each activity.
 - c) Determine the critical path and the project duration.
7. Describe the steps in strategy formulation and implementation.
 8. Outline the pros and cons of performance management.

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