

Code No: P18MBO04

HALL TICKET NUMBER

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PACE INSTITUTE OF TECHNOLOGY & SCIENCES::ONGOLE  
(AUTONOMOUS)

III B.TECH I SEMESTER END SUPPLEMENTARY EXAMINATIONS, MARCH/APRIL - 2023  
MANAGEMENT SCIENCE  
(Common to CSIT and CSE Branch)

Time: 3 hours

Max. Marks: 60

Note: Question Paper consists of Two parts (Part-A and Part-B)

PART-A

Answer all the questions in Part-A (5X2=10M)

Q.No.	Questions	Marks	CO	KL
1.	a) Discuss the functions of management.	[2M]	1	1
	b) Define Quality control.	[2M]	2	2
	c) Short notes on marketing mix?	[2M]	3	1
	d) Short notes on critical path?	[2M]	4	2
	e) Define Environmental scanning.	[2M]	5	2

PART-B

Answer One Question from each UNIT (5X10=50M)

Q.No.	Questions	Marks	CO	KL
UNIT-I				
2.	a) Explain Taylor's scientific management.	[5M]	1	2
	b) Briefly explain organization structures with examples.	[5M]	1	3
OR				
3.	a) Explain the relationship between authority and responsibility	[5M]	1	2
	b) Differentiate between flat and tall organizational structures.	[5M]	1	3
UNIT-II				
4.	a) What are the steps involved in method study?	[5M]	2	2
	b) Differentiate ABC and EOQ inventory models.	[5M]		3
OR				
5.	a) Discuss about method study and work measurement?	[5M]	2	2
	b) Explain the concept of statistical quality control. Explain how you can construct controls charts for the variables.	[5M]	2	3
UNIT-III				
6.	Define Merit rating. Explain and evaluate any four methods of merit rating?	[10M]	3	2
OR				
7.	Discuss various stages in product life cycle? Why is it essential for the marketer to know about the stages in product life cycle of his product or service?	[10M]	3	3
UNIT-IV				
8.	a) Differentiate between PERT and CPM?	[5M]	4	3
	b) List out the rules for drawing Network?	[5M]	4	2
OR				
9.	a) Differentiate between PERT and CPM?	[5M]	4	2
	b) Write about application of network techniques to engineering problems?	[5M]	4	2
UNIT-V				



10.	a)	Explain the overview and scope of ERP in business practices.	[5M]	5	3
	b)	Short notes on Total quality management?	[5M]	5	2
OR					
11.	a)	What is supply chain management? What are the benefits of SCM?	[5M]	5	2
	b)	'Business process reengineering deals with the restructuring the process associated with the products or services' – How?	[5M]	5	3

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