



**SIDDHARTH GROUP OF INSTITUTIONS: PUTTUR
(AUTONOMOUS)**

Siddharth Nagar, Narayanavanam Road – 517583

QUESTION BANK (DESCRIPTIVE)

Subject with Code: Management Science (23HS0863) **Course & Branch:** B.Tech –Common to all

Year & Sem: IV-B. Tech & I-Sem

Regulation: R23

UNIT –I

INTRODUCTION TO MANAGEMENT

1	a)	Define management.	[L1] [CO1]	[2M]
	b)	Write any 6 principles of Henry Fayol's	[L1] [CO1]	[2M]
	c)	List any five organizational design.	[L4] [CO1]	[2M]
	d)	Importance of management.	[L2] [CO1]	[2M]
	e)	Social responsibility of management.	[L1] [CO1]	[2M]
2		Discuss the concept of Management. Explain its nature and evaluate its importance in achieving organizational success.	[L5] [CO1]	[10M]
3	a)	Explain the functions of management (Planning, Organizing, Staffing, Directing, Coordinating and Controlling) with suitable examples.	[L2] [CO1]	[5M]
	b)	"Management is neither purely a science nor purely an art, but a combination of both." Discuss this statement with suitable examples.	[L5] [CO1]	[5M]
4	a)	Explain the Concept and Evolution of the Schools of Management Thought. Discuss the Major Schools with Suitable Examples.	[L2] [CO1]	[5M]
	b)	Analyze the significance of the nature of management in improving organizational performance.	[L4] [CO1]	[5M]
5		Explain F.W. Taylor's Scientific Management Theory and discuss its principles with suitable examples.	[L2] [CO1]	[10M]
6		Discuss the significance of Fayol's 14 Principles in effective organizational management.	[L4] [CO1]	[10M]
7		Explain Elton Mayo's Human Relations Theory and discuss the findings of the Hawthorne Experiments.	[L2] [CO1]	[10M]
8		Explain the concept, features, advantages and disadvantages of Line Organization with a neat diagram.	[L2] [CO1]	[10M]
9	a)	Explain the structure, merits and demerits of Line and Staff Organization with a neat diagram.	[L2] [CO1]	[5M]
	b)	Analyze the effectiveness of Functional Organization in large-scale industries.	[L4] [CO1]	[5M]
10		Evaluate the effectiveness of Matrix Organization in project-based industries.	[L5] [CO1]	[10M]
11	a)	Evaluate the effectiveness of Committee Organization in organizational decision-making.	[L3] [CO1]	[5M]
	b)	Explain the concept of Social Responsibility of Management. Discuss its importance towards employees, customers, society and the environment.	[L2] [CO1]	[5M]

UNIT –II
OPERATIONS MANAGEMENT

1	a)	What is the relevance of plant layout studies?	[L1] [CO2]	[2M]
	b)	Explain any two techniques of enhancing productivity.	[L2] [CO2]	[2M]
	c)	Write a short note on Economic Order Quantity	[L1] [CO2]	[2M]
	d)	Differentiate between marketing and selling.	[L2] [CO2]	[2M]
	e)	Define marketing mix and mention its elements.	[L1] [CO2]	[2M]
2		Explain the principles of plant layout and discuss the different types of plant layout with suitable examples.	[L2] [CO2]	[10M]
3		Compare Job Production, Batch Production, and Mass Production with respect to their features, advantages, and limitations.	[L3] [CO2]	[10M]
4		Explain the concept of Work Study and discuss its techniques and objectives in improving productivity.	[L2] [CO2]	[10M]
5	a)	Explain the concept and importance of Statistical Quality Control. Discuss the different tools used in SQC.	[L5] [CO2]	[5M]
	b)	Differentiate between advertisement and sales promotion with suitable examples.	[L4] [CO2]	[5M]
6		Explain the concept, objectives, and functions of Material Management.	[L5] [CO2]	[10M]
7		Explain the stages of the Product Life Cycle and discuss suitable marketing strategies for each stage.	[L2] [CO2]	[10M]
8		Explain the concept, objectives, functions, and types of inventory with suitable examples.	[L2] [CO2]	[10M]
9	a)	Evaluate the usefulness of EOQ in inventory management.	[L5] [CO2]	[5M]
	b)	Explain the concept and types of channels of distribution with suitable examples.	[L2] [CO2]	[5M]
10	a)	Analyze the advantages and limitations of ABC Analysis in inventory management.	[L4] [CO2]	[5M]
	b)	Define Marketing Management and explain its concept, nature, and scope.	[L2] [CO2]	[5M]
11		Evaluate the role of the Marketing Mix in developing effective marketing strategies.	[L5] [CO2]	[10M]

UNIT –III
HUMAN RESOURCE MANAGEMENT

1	a)	Name any four HRM activities in the Indian context.	[L1] [CO2]	[2M]
	b)	What is personnel management?	[L1] [CO2]	[2M]
	c)	What is a job? What do you understand by job analysis?	[L1] [CO2]	[2M]
	d)	Identify the techniques of training under off-the job training methods.	[L2] [CO2]	[2M]
	e)	What do you understand by 'management by objectives'?	[L1] [CO2]	[2M]
2		Define Human Resource Management (HRM). Explain its meaning, nature, and importance in modern organizations.	[L2] [CO3]	[10M]
3		Analyze the nature of HRM and its significance in organizational success.	[L4] [CO3]	[10M]
4		Evaluate the role of managerial and operative functions in effective human resource management.	[L5] [CO3]	[10M]
5	a)	Evaluate the significance of Job Analysis in improving organizational effectiveness.	[L5] [CO3]	[5M]
6	a)	Explain the concept, objectives, and process of Human Resource Planning.	[L2] [CO3]	[5M]
7	a)	Analyze the importance of recruitment in attracting qualified employees.	[L4] [CO3]	[5M]
	b)	Explain the concept, objectives, and importance of wage and salary administration.	[L1] [CO3]	[5M]
8		Evaluate the suitability of different recruitment sources for various organizations.	[L5] [CO3]	[10M]
9	a)	Evaluate the importance of an effective selection process in organizational success.	[L5] [CO3]	[5M]
	b)	Explain the concept, objectives, and methods of employee training and development.	[L2] [CO3]	[5M]
10		Explain the various methods of performance appraisal with suitable examples.	[L2] [CO3]	[10M]
11		Analyze the importance of induction in helping new employees adapt to the organization.	[L4] [CO3]	[10M]

UNIT –IV
STRATEGIC & PROJECT MANAGEMENT

1	a)	Write a short note on vision and mission.	[L1] [CO2]	[2M]																					
	b)	Discuss the role of SWOT analysis in personality development.	[L2] [CO2]	[2M]																					
	c)	List the rules used in drawing network diagrams	[L1] [CO2]	[2M]																					
	d)	Explain the differences between PERT and CPM.	[L1] [CO2]	[2M]																					
	e)	Write a short note on external environment analysis.	[L1] [CO2]	[2M]																					
2		Define Strategic Management and explain its meaning, characteristics, and importance in modern organizations.	[L2] [CO4]	[10M]																					
3		Analyze the steps involved in the Corporate Planning Process and their importance in strategic decision-making.	[L4] [CO4]	[10M]																					
4		Analyze concept, objectives, and importance of Environmental Scanning in strategic management.	[L4] [CO4]	[10M]																					
5	a)	Evaluate the steps involved in Strategy Formulation and Implementation.	[L5] [CO4]	[5M]																					
	b)	Explain the Corporate Planning Process with a neat diagram.	[L2] [CO4]	[5M]																					
6		Explain the concept of SWOT Analysis and discuss its components with suitable examples.	[L2] [CO4]	[10M]																					
7	a)	Analyze the role of Project Management in planning, scheduling, and controlling projects.	[L2] [CO4]	[5M]																					
	b)	An Engineering project consists of 6 activities. Draw the network diagram, identify the critical path, and calculate the total project duration. <table border="1"><tr><td>Activity</td><td>A</td><td>B</td><td>C</td><td>D</td><td>E</td><td>F</td></tr><tr><td>Predecessor</td><td>-</td><td>A</td><td>B</td><td>A</td><td>D</td><td>C,E</td></tr><tr><td>Duration</td><td>4</td><td>6</td><td>5</td><td>4</td><td>3</td><td>3</td></tr></table>	Activity	A	B	C	D	E	F	Predecessor	-	A	B	A	D	C,E	Duration	4	6	5	4	3	3	[L2] [CO4]	[5M]
Activity	A	B	C	D	E	F																			
Predecessor	-	A	B	A	D	C,E																			
Duration	4	6	5	4	3	3																			
8		From the following data i) Draw the network ii) Identify critical path Iii)Find out the duration of the project. <table border="1"><tr><td>Activity</td><td>1–2</td><td>2-3</td><td>2–4</td><td>3-5</td><td>4–5</td><td>5–6</td></tr><tr><td>Duration (in days)</td><td>2</td><td>6</td><td>2</td><td>5</td><td>3</td><td>2</td></tr></table>	Activity	1–2	2-3	2–4	3-5	4–5	5–6	Duration (in days)	2	6	2	5	3	2	[L2] [CO4]	[10M]							
Activity	1–2	2-3	2–4	3-5	4–5	5–6																			
Duration (in days)	2	6	2	5	3	2																			

9		Explain the procedure for identifying the Critical Path in a project network with a suitable example.	[L2] [CO4]	[10M]																												
10	a)	Construct network diagram and the Identify the Critical Path. Find out the project duration of the following network. <table><tr><td>Activity</td><td>1-2</td><td>1-3</td><td>2-4</td><td>3-4</td><td>4-5</td><td>5-6</td></tr><tr><td>Duration (in days)</td><td>3</td><td>4</td><td>6</td><td>3</td><td>5</td><td>4</td></tr></table>	Activity	1-2	1-3	2-4	3-4	4-5	5-6	Duration (in days)	3	4	6	3	5	4	[L2] [CO4]	[5M]														
	Activity	1-2	1-3	2-4	3-4	4-5	5-6																									
	Duration (in days)	3	4	6	3	5	4																									
b)	Analyze the advantages and limitations of Project Crashing in reducing project duration.	[L1] [CO4]	[5M]																													
11		A small engineering project consists of six activities. The three times estimates in number days for each activity are given below. <table><tr><td>Activity</td><td>1-2</td><td>2-3</td><td>3-5</td><td>5-6</td><td>1-4</td><td>4-5</td></tr><tr><td>t_o</td><td>2</td><td>1</td><td>2</td><td>7</td><td>3</td><td>2</td></tr><tr><td>t_m</td><td>5</td><td>1</td><td>6</td><td>7</td><td>3</td><td>8</td></tr><tr><td>t_p</td><td>8</td><td>1</td><td>18</td><td>7</td><td>3</td><td>14</td></tr></table> Find out: 1. Calculate the values of expected time (te). 2. Draw the network diagram and Identify the critical path 3. Calculate EST and LFT and mark them on the network diagram	Activity	1-2	2-3	3-5	5-6	1-4	4-5	t _o	2	1	2	7	3	2	t _m	5	1	6	7	3	8	t _p	8	1	18	7	3	14	[L1] [CO4]	[10M]
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t _m	5	1	6	7	3	8																										
t _p	8	1	18	7	3	14																										

UNIT –V
CONTEMPORARY ISSUES IN MANAGEMENT

1	a)	Write a short note on customer relationship management.	[L1] [CO2]	[2M]
	b)	Define ERP in management information systems.	[L2] [CO2]	[2M]
	c)	Define Business Process Re-engineering (BPR).	[L1] [CO2]	[2M]
	d)	Explain the concept of SCM in business management.	[L1] [CO2]	[2M]
	e)	Define Corporate Social Responsibility (CSR).	[L2] [CO2]	[2M]
2		Analyze the role of CRM in improving customer satisfaction and organizational performance.	[L4] [CO5]	[10M]
3		Define Total Quality Management (TQM). Explain its principles and importance in achieving organizational excellence.	[L2] [CO5]	[5M]
4	a)	Explain the concept of Six Sigma and discuss its methodology and benefits.	[L2] [CO5]	[5M]
	b)	Define Supply Chain Management (SCM). Explain its objectives, components, and importance.	[L2] [CO5]	[5M]
5		Evaluate the impact of ERP on organizational efficiency and decision-making.	[L5] [CO5]	[10M]
6		Explain the concept, objectives, and process of Performance Management.	[L2] [CO5]	[10M]
7		Evaluate the concepts of employee engagement and employee retention. Discuss their importance in organizational success.	[L5] [CO5]	[10M]
8		Define Business Process Re-engineering (BPR). Explain its objectives, principles, and benefits.	[L2] [CO5]	[10M]
9	a)	Eventuate Bench-marking. Explain its types, process, and importance in business organizations.	[L5] [CO5]	[5M]
	b)	Analyze the role of Knowledge Management in innovation and organizational learning.	[L4] [CO5]	[5M]
10		Explain the concept, process, and importance of Change Management.	[L2] [CO5]	[10M]
11		Explain the concepts of Sustainability and Corporate Social Responsibility (CSR). Discuss their importance in modern business organizations.	[L2] [CO5]	[10M]

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