



INSTITUTE OF AERONAUTICAL ENGINEERING

(Autonomous)

Dundigal, Hyderabad - 500 043

Department of Electrical and Electronics Engineering

ASSIGNMENT

Course Name	:	MANAGEMENT SCIENCE
Course Code	:	A50014
Class	:	III B. Tech I Semester
Branch	:	Electrical and Electronics Engineering
Year	:	2017 – 2018
Course Faculty	:	M Ramesh, Assistant Professor

OBJECTIVES

Management Science is introduced to students with a specific purpose of providing them a better orientation of management, organizational structures, operations management, materials and marketing management, Human resource management, project management, strategic management and new management practices. This subject shows how to do thing in every sphere of activity including industry and academics.

UNIT - I			
INTRODUCTION TO MANAGEMENT AND ORGANIZATION			
Part - A (Short Answer Questions)			
S. No	Questions	Blooms Taxonomy Level	Course Outcome
1	Define management?	Understand	1
2	Discuss the importance of management?	Understand	1
3	Write about the leadership styles?	Apply	1
4	Write the advantages of departmentation?	Understand	1
5	Explain about types of organization?	Understand	1
6	Describe nature of management?	Remember	1
7	Give two examples of modern organization?	Apply	1
8	Discuss about the responsibilities of management?	Apply	1
9	Give the structure of organization?	Apply	2
10	Discuss about the importance of approaches of management?	Understand	2
11	Explain the concepts related to organization?.	Apply	1
12	Discuss about the centralization in an organization?	Apply	1
13	Write about autocratic leadership style?	Apply	1
14	Explain about the concept of theory X?	Understand	2
15	Explain about the lower level of management?	Understand	2
Part - B (Long Answer Questions)			
1	Explain Douglas McGregor's theory X and theory Y?	Remember	1
2	Explain Herzberg two factor theory of motivation leadership styles social responsibilities of management?	Understand	1

3	Explain evolution of management thought or theory of management which is universally applicable? Give your reasons?	Evaluate	1
4	Distinguish between centralization and decentralization?	Understand	1
5	Explain basic concepts related to organization departmentation and decentralization?	Remember	1
6	Discuss briefly about the systems approach to management?	Understand	1
7	Good organization design is a function of a number of factors including the environment, technology, size of the company and the philosophy of the central management.	Understand	2
8	Explain types and evaluation of mechanistic and organic structures of organization and suitability design?	Understand	2
9	What is the contribution of Henry Fayol to the management process? Are his administrative principles strictly enforceable in the current?	Evaluate	3
10	According to Taylor's scientific management approach bring to the process of management? Did it change the value of time? If so, in what way?	Evaluate	3

**UNIT - II
OPERATIONS AND MARKETING MANAGMENT**

Part - A (Short Answer Questions-2marks)

S. No	Questions	Blooms Taxonomy Level	Course Outcome
1	Write about the job production?	Understand	4
2	Define the term TQM?	Understand	4
3	Describe about the method study?	Understand	4
4	Define JIT system?	Understand	4
5	Define economic order quantity?	Understand	5
6	Write about the ABC analysis?	Analyze	5
7	Write about the business process reengineering?	Analyze	5
8	Write about the six sigma?	Analyze	6
9	Discuss about the stores management and stores record?	Apply	6
10	Define work study in detail?	Understand	6
11	Define SQC?	Understand	6
12	Define marketing?	Understand	6
13	Write about the maturity level in PLC?	Understand	6
14	Write about the marketing mix?	Analyze	6
15	Define supply chain management?	Evaluate	6
16	Define mass production?	Understand	6

Part - B (Long Answer Questions)

1	Discuss plant layout and methods of production with the help of neat diagram with examples.	Evaluate	4
2	Explain EOQ, ABC Analysis how the management will take the decisions according to the economic order quantity?	Understand	4
3	Explain Materials Management? And write importance and objectives of material management?	Understand	4

4	Explain Need for Inventory control and how the management will control the inventory in an organization?	Evaluate	4
5	What is work-study basic procedure involved in method study and work measurement?	Evaluate	4
6	Discuss briefly about the Purchase Procedure process with the help of pictorial representation.	Understand	5
7	Explain briefly about just in time system and supply chain management?	Analyze	5
8	What are the marketing strategies based on Product life cycle and discuss each stage and importance in an organization?	Analyze	5
9	Discuss channels of distribution?	Understand	5
10	Explain Stores Management how is it useful in organization?	Evaluate	6
11	What are the functions of marketing and discuss briefly about the marketing mix?	Evaluate	6
12	Define about the quality? Write about Deming's contribution to quality?	Apply	6

**UNIT-III
HUMAN RESOURCE MANAGEMENT**

Part - A (Short Answer Questions)

1	Define human resource management?	Remember	7
2	Discuss about the performance appraisal?	Remember	7
3	What is man power planning?	Understand	7
4	Write about the recruitment process?	Understand	7
5	Define PMIR?	Analyze	7
6	Write about on-job training?	Analyze	7
7	Write about the merit rating?	Understand	7
8	Discuss about the CMM levels?	Understand	7
9	Discuss about the promotion and transfer?	analyze	8
10	Explain separation?	understand	6
11	Define about job evaluation?	remember	7

Part - B (Long Answer Questions)

1	Discuss about Human Resources Management and evaluation of human resource management	Understand	8
2	Differentiate between the human resource management and personal management and industrial relations	Analyze	7
3	Discuss promotion, transfer, separation, performance appraisal. And write about the steps in performance appraisal	Analyze	7
4	Distinguish grievance handling and welfare administration and how the grievance handling is done in an organization	Evaluate	7
5	Explain about job evaluation and merit rating capability maturity model levels and Performance management system	Evaluate	7
6	Explain Basic functions of Human resource Manager	Evaluate	8
7	Explain Manpower planning and how the management analyze the planning in the organization	Evaluate	8
8	Explain Recruitment and selection process and write about the steps in selection process?	Apply	8
9	Explain about the wage and salary administration?	Apply	8
10	Explain briefly about training and development and types of training?	Evaluate	8
11	Write the advantages the advantages of training in an organizations	Understand	8

12	Write the difference between on the job training methods and off the job methods?	Understand	8
UNIT - IV			
PROJECT MANAGEMENT			
Part -A (Short Answer Questions)			
1	Define project?	Understand	9
2	Define activity?	Understand	9
3	Explain about the dummy activity?	Understand	9
4	Explain about the normal time and crash time?	Understand	9
5	Define project crashing?	Understand	9
6	Define events?	Understand	9
7	How to calculate slack and float?	Analyze	9
8	Define free float?	Understand	9
9	Define the concept of independent float?	Understand	9
10	Write about milestone chart?	Analyze	9
11	Define network?	Understand	10
12	What do you mean by optimistic time estimate?	Analyze	10
13	What do you mean by average estimate time?	Evaluate	10
14	Write the formula for earliest expected time?	Understand	10
15	What do you mean by negative float?	Evaluate	10
Part - B (Long Answer Questions)			
1	What is meant by project management and write its importance?	Understand	9
2	What is the difference between Project evaluation and review techniques and critical path method?	Analyze	9
3	Write about the procedure of project crashing	Understand	9
4	Write about the probability of completing the project within a given time?	Apply	9
5	Write about the early techniques of project management with the help of diagram?	Apply	9
6	Explain the rules for drawing a network?	Evaluate	9
7	Discuss about the applications of network techniques to engineering problems?	Evaluate	10
8	Explain about the significance of different types of float?	Understand	9
UNIT - V			
STRATEGIC MANAGEMENT AND CONTEMPORARY STRATEGIC ISSUES			
Part - A (Short Answer Questions)			
1	Define strategic management?	Understand	11
2	Discuss about the objectives in organization?	Understand	11
3	Define mission and goals?	Apply	11
4	Discuss briefly about SWOT analysis?	Analyze	11
5	Define value chain analysis?	Understand	11
6	Explain about the bench marking?	Evaluate	11
7	Define balanced score card?	Analyze	11
8	Define strategy?	Understand	11
9	Discuss about the environmental scanning	Apply	11
Part - B (Long Answer Questions)			

1	Explain Mission, Goals, objectives, of strategic Management?	Analyze	11
2	Explain Strategic Management Programmes and why the programmes are implemented in an organization?	Evaluate	11
3	Explain Strategic Management Policy, and how the strategies will be designed in an organization?	Analyze	11
4	Explain Generic Strategy alternatives?	Apply	11
5	Explain Steps in Strategy Formulation and Implementation?	Understand	11
6	Explain Elements of Corporate Planning Process with the help of diagram?	Evaluate	11
7	How companies will find out the strengths and opportunities in an	Understand	11
8	Explain the bench marking and its types and write about balance score card?	Analyze	11
9	Explain Contemporary Management Practices in detail?	Understand	11
10	Explain about the Environmental Scanning?	Understand	11

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