

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR**  
(AUTONOMOUS)

**B.Tech III Year I Semester Regular & Supplementary Examinations February-2024**  
**MANAGEMENT SCIENCE**

(Open Elective-I)

**Time: 3 Hours**

**Max. Marks: 60**

(Answer all Five Units 5 x 12 = 60 Marks)

**UNIT-I**

- 1 Define Management and Explain nature and importance of Management. CO1 L1 12M

**OR**

- 2 What are the 14 principles of administrative anagement? CO1 L1 12M

**UNIT-II**

- 3 Discuss various types of plant layout with suitable examples. CO2 L2 12M

**OR**

- 4 a Identify and briefly discuss the functions of Marketing. CO2 L1 6M  
b Name different types of marketing channels. Label few examples. CO2 L1 6M

**UNIT-III**

- 5 What is recruitment and selection? Explain its process. CO3 L1 12M

**OR**

- 6 a Define Human Resource Management and describe its importance. CO3 L1 6M  
b Explain the aims of Job evaluation and advantages of Job Evaluation. CO3 L2 6M

**UNIT-IV**

- 7 What is Corporate Planning Process? Is this important for long term success of any business organization- comment. CO4 L4 12M

**OR**

- 8 From the following data: CO4 L6 12M  
i) Draw the network  
ii) Identify critical path  
iii) Find out the duration of the project

Activity	1-2	2-3	2-4	3-5	4-5	5-6
Duration (in days)	2	6	2	5	3	2

**UNIT-V**

- 9 Discuss Management Information System (MIS) and how it works in an organization. CO5 L2 12M

**OR**

- 10 What is Bench Marking? And how does an organization derive benefit from such initiatives? CO5 L1 12M

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