

C 82602

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Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, JUNE 2015

(CUCSS)

BUS 2C 15—MANAGEMENT SCIENCE

(2013 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part A

*Answer all questions.
Each question carries 1 weightage.*

1. Define Management. State the important characteristics of management.
2. What is transportation model ? How it is useful in an organization ?
3. What is virtual organisation ?
4. Define organisation. Explain the importance of organisation in an industry.
5. Briefly explain STROM.
6. How Monte-Carlo simulation is important.

(6 × 1 = 6 weightage)

Part B

*Answer any six questions.
Each question carries 3 weightage.*

7. Explain the nature of costs involved in a project. Discuss how a project manager should go about analyzing the difference costs for the purpose of project crashing.
8. Differentiate between PERT and CPM.
9. Briefly explain the different types of software packages for OR.
10. What are the internal and external factors affecting business ?
11. Explain different types of Organization Structure.
12. A three star hotel finds that the Patronage from clients to its hotel is declining. It wants to know if its customers are satisfied and if so why ? Design a questionnaire which would aid the hotel to understand its customer's attitude and preferences as well as the reasons for dissatisfaction, if any.
13. How does network analysis help in project work ? Define the following terms :—
 - (a) Activity.
 - (b) Critical path.
 - (c) Slack.

Explain your answer with a suitable example.

Turn over

14. What is meant by Inventory ? What is the need for inventory control at Different stages of production ? What are the different costs involved in maintaining inventory ?

(6 × 3 = 18 weightage)

Part C

*Answer any two questions.
Each question carries 6 weightage.*

15. Explain 'product layout', 'process layout' and combined layout. State the factors which influence the selection of one or the other.

16. Solve the LPP :

$$\begin{aligned} \text{Minimize } Z &= 6X_1 + 14X_2 \\ \text{Subject to } 5X_1 + 4X_2 &\geq 60, \\ X_1 + X_2 &\geq 18, \\ X_1, X_2 &\geq 0. \end{aligned}$$

17. The MBA department of a University is considering conducting faculty development programme. It has planned the following activities. Prepare a network showing the interrelationship of the various activities.

Activity	Description	Immediate predecessor(s)
A	Design conference meetings and theme	—
B	Design front cover of the conference proceedings.	A
C	Prepare brochure and send request for papers.	A
D	Compile list of distinguished speakers.	A
E	Finalise brochure and print it.	C, D
F	Make conveyance for guests	D
G	Despatch brochures	E
H	Receive papers for conference	G
I	Edit papers and assemble proceedings	F, H
J	Print proceedings	B, I

(2 × 6 = 12 weightage)