

END TERM EXAMINATION

SECOND SEMESTER [MBA] MAY-JUNE-2015

Paper Code: MS110

Subject: Operations Management

Time : 3 Hours

Maximum Marks :60

Note: Attempt any five questions including Q.no.1 which is compulsory.

- Q1 Answer **any five** questions of the following:- (4x5=20)
- (a) Study of Operations Management enables managers to enhance productivity. Explain.
 - (b) Explain 'tracking signal' and discuss its relevance in forecasting.
 - (c) Briefly explain the concepts of Modular design and Robust design with suitable examples.
 - (d) Identify and discuss major issues in job design.
 - (e) What are various basic capacity options? Explain in brief.
 - (f) Prepare a bill of material for standard office table.
 - (g) Explain Taiichi Ohno's conception of waste.

- Q2 Discuss briefly the contributions of **any two** of the following individuals to the field of operations management:- (5x2=10)
- (a) F.W. Taylor
 - (b) Henry Ford
 - (c) W.Edwards Deming

- Q3 What is Quality Function Deployment? Explain the basic steps involved in building the house of quality. (10)

- Q4 Mass Customization is difficult and challenging, but is the new imperative for operations. Analyse. (10)

- Q5 (a) Each of the jobs listed below must be processed through two work stations. The processing time for each job are mentioned below:-

Job	Processing time (in hours)	
	WS ₁	WS ₂
A	5	2
B	3	6
C	8	4
D	10	7
E	7	12

- Sequence the jobs such that the total processing time for the all five jobs is minimized. Also depict the time-phased flow of the sequence graphically. (5)
- (b) Explain the concept of bottleneck and state the techniques to deal with bottlenecks. (5)

- Q6 (a) Discuss the relationship between JIT and Quality. (5)
- (b) Briefly explain (i) Level Scheduling (ii) Kanban Control System. (2.5x2=5)

- Q7 Describe the following:- (2x5=10)
- (a) Bull whip effect
 - (b) Drop Shipping
 - (c) Keiretsu
 - (d) Operating Characteristics Curve
 - (e) Clustering