NMBA027

M. B. A.

(SEM. II) THEORY EXAMINATION, 2014-15
OPERATIONS MANAGEMENT

Time : **3 Hours**]   [Total Marks : **100**

Note : Attempt questions as per instructions given in each Section.

SECTION – A

1   **Attempt any four questions :**   5×4=20

   (a)   Define production and operations management.

   (b)   What is forecasting ? Give the importance of forecasting in production function.

   (c)   What is outsourcing ? Give the benefits of outsourcing.

   (d)   What is meant by inventory control ? State the main objectives of inventory control.

   (e)   Briefly explain the TQM concepts.

   (f)   Explain PDCA cycle.

SECTION – B

2 Attempt any two questions from this section : 15×2=30

(a) Write a detailed note on integrated information technology solutions for logistics & supply chain Management.

(b) Calculate the vender rating for the venders A, B and C on the basis of information given below –

	A	B	C
Quantity Supplied	90 units	80 units	75 units
Quantity Accepted	78 units	80 units	70 units
Price per unit	Rs. 4	Rs. 4.2	Rs. 3.9
Delivery promised	6 weeks	6 weeks	6 weeks
Actual Delivery Time	8 weeks	6.2 weeks	7 weeks

Weight age for quantity = 70%, price = 20% & Delivery time 10%.

(c) (i) What do you mean by work sampling ? Explain the principles of work sampling.

   (ii) A work sampling study showed the percentage of occurrence of activity as 70%. Calculate the number of observations necessary for work sampling study for 99% confidence level & a relative error of ± 1%.

SECTION – C

Note : Attempt all questions of this Section.   10×5=50

3 Describe in detail about the transformation process.

OR

Explain new product development process.

4   What do you mean by work study ? Discuss importance and objectives of work study.

<div align="center">**OR**</div>

Explain exponential smoothing model of demand forecasting.

5   Explain the role of information & technology in supply chain management.

<div align="center">**OR**</div>

Explain the difference between supply chain management and customer relationship management.

6   Discuss the process of inventory management & control.

<div align="center">**OR**</div>

What do you mean by Quality Assurance ? Also discuss its importance.

7   What is Bullwhip effect ? Give its functions & examples.

<div align="center">**OR**</div>

Write notes on any **two** :

(i)   Six Sigma Quality.

(ii)   Ishkava Diagram.

(iii) Pareto Chart.