

C 60889

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Name.....

Reg. No.....

SECOND SEMESTER M.B.A. DEGREE EXAMINATION, APRIL 2014

BUS 2C 13—OPERATIONS MANAGEMENT

(2013 Admission onwards)

Time : Three Hours

Maximum : 36 Weightage

Part A

Answer the following.

Each question carries 1 weightage.

1. What is operations strategy ?
2. Write a note on layout planning.
3. What is line balancing ?
4. Write a note on JIT.
5. What is work study ?
6. What is aggregate planning ?

(6 × 1 = 6 weightage)

Part B

Answer any six of the following.

Each question carries 3 weightage.

7. "Production is the basic activity of all Industrial units and all other activities revolve around this activity." Explain the production functions with reference to this statement.
8. What is Materials Requirement Planning ? Discuss the principles and structure of Materials Requirement Planning.
9. Explain the differences in the process design of manufacturing industries and service industries.
10. What are the principle determinants of Quality ? Explain the need and importance of Statistical Quality Control in production management.
11. Identify specific productivity and quality measures that would be useful in the operations of a departmental store.
12. Write a note on Industrial safety with examples.

Turn over

13. Explain how Method Study is useful in the following situations :

- (a) A foundry having a high percentage of rejections.
- (b) A chemical factory with a high incidence of accidents.
- (c) Frequent breakdown of machines.
- (d) Considerable wastage of material.

14. What is the difference between break down and preventive maintenance.

(6 × 3 = 18 weightage)

Part C

Answer any two of the following.

Each question carries 6 weightage.

15. A newly started multinational company is intending to start herbal based Aurvedic cosmetic products and is looking for a suitable location for the new plant. As an expert in location plant management, suggest a few location alternatives to the company, in a preferential order, giving reasons for your suggestions.

16. A Manufacturer of motorcycles buys spark plugs at Rs. 15 each. Now he wishes to manufacture the plugs in his own factory. The estimated cost for the manufacture of spark plugs is around Rs.50,000.00 and the variable cost comes to Rs. 5 per spark plug. The Production Manager advises the Manufacturer that the factory should go for manufacturing instead of procuring them from the open market. List out reasons for the decision of the Production Manager backed up by the necessary data.

17. A company is operating in two unrelated businesses. The first one is making common salt, which is sold in one-kilogram consumer packs. The second business is making readymade garments. The owner of the businesses has decided to implement Materials Requirement Planning (MRP) in one of the two businesses, which is likely to give him greater benefit. Assuming that the current turnover and profits of both the units are comparable, compare the relative benefits and limitations of Materials Requirement Planning (MRP) for these two businesses.

(2 × 6 = 12 weightage)