



(Following Paper ID and Roll No. to be filled in your Answer Book)

PAPER ID : 270230

Roll No. 1403270093

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.

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SECTION – B

2 Attempt any two questions from this section : $15 \times 2 = 30$

- (a) Write a detailed note on integrated information technology solutions for logistics & supply chain Management.
- (b) Calculate the vendor rating for the vendors 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 $\pm 1\%$.

SECTION – C

Note : Attempt all questions of this Section. $10 \times 5 = 50$

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.

OR

Explain exponential smoothing model of demand forecasting.

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

OR

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

- 6 Discuss the process of inventory management & control.

OR

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

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

OR

Write notes on any two :

- (i) Six Sigma Quality.
 - (ii) Ishkava Diagram.
 - (iii) Pareto Chart.
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