

M.B.A.

**THEORY EXAMINATION (SEM-II) 2016-17  
PRODUCTION OPERATIONS AND  
SUPPLY CHAIN MANAGEMENT**

Time : 3 Hours

Max. Marks : 70

Note : Be precise in your answer. In case of numerical problem assume data wherever not provided.

## SECTION - A

1. Explain the following:

7 x 2 = 14

- (a) What do you mean by productivity index?
- (b) What is Lean manufacturing?
- (c) Explain the term TQM.
- (d) Define the term "inventory".
- (e) What is PDCA cycle?
- (f) What is six-sigma quality?
- (g) What is fixed position layout?

## SECTION - B

2. Attempt any five of the following questions:

5 x 7 = 35

- (a) What are the challenges in Operations Management today?
- (b) Explain the four main types of Plant Layout and differentiate between the same.
- (c) What are the functions of purchasing? Briefly discuss the steps involved in purchase of material.
- (d) Current moves towards Just In Time (JIT) systems make the forecasting functions even more critical.
- (e) What is EOQ? Derive a formula for its determination. How will this formula be modified if the order quantity is delivered in installments?
- (f) Discuss the role and application of IT in Supply Chain Management with special reference to customer interaction process.
- (g) Write short notes on : (i) Ishkava Diagram (ii) Six Sigma
- (h) Explain the concept of TQM. What is meant by Quality Circles?

## SECTION - C

Read the following and answer the questions given at the end: 2 x 10.5 = 21

Shanti had given her branded laptop for servicing to an authorized service centre to repair a damaged USB port. The laptop was to be given the next day, but when she went to take it that day, she was told that it was not ready. Shanti had to wait for four more days before she was finally given her laptop. Because she was in hurry while receiving the repaired laptop, she did not check the workings of the laptop at that time. On reaching home and switching on the laptop, she noticed that LCD display had become problematic.

The next day, she again went to the service centre and reported the display problem. Shanti was aghast when she was informed that as she had signed the delivery documents, the service centre cannot take responsibility for the display problem. She was asked to fill up a fresh service requisition form to get the problem rectified and further was told that all expenses incurred in rectifying the problem had to be paid by her.

Questions.

3. Do you think that after sales Service through a third party is a cause for concern? Justify.
4. There seems to be a breach of trust in the given caselet. How is breach of trust related to quality of service?
5. In the context of the given caselet, formulate a Quality Service Policy to ensure customer.