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Question Paper Code : 10200

M.B.A. DEGREE EXAMINATIONS, APRIL/MAY 2023.

Second Semester

BA 4204 – OPERATIONS MANAGEMENT

(Regulations 2021)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. What is an expert system?
2. What is mass customization?
3. Give any two examples for long range capacity planning in heavy industries.
4. What is make or buy decision?
5. Define a product type layout.
6. What is modular design?
7. What is Naive forecast?
8. What is Synchronous Manufacturing?
9. What are the four costs of quality?
10. Define six sigma.

PART B — (5 × 13 = 65 marks)

11. (a) Describe the characteristics of services and manufactured products. List and briefly describe five differences between services and manufacturing. Provide examples to illustrate your points.

Or

- (b) Describe the recent Word class Manufacturing technology practices that enhance production and productivity in the Indian Manufacturing organizations.

12. (a) A manager has received an analysis of several cities being considered for a new order fulfillment center (warehouse) for Shop at Home Network. The scores (scale is 10 points = best) are contained in the table below.

- (i) If the manager weights the factors equally, how would the locations be ranked? (7)
- (ii) If transportation costs and operating costs are given weights that are double the weights of the others, should the locations be ranked differently? (6)

Factor	Location			
	w	x	y	z
Business services	7	9	5	4
Community services	5	7	6	7
Real estate cost	7	3	8	6
Construction costs	8	6	6	5
Operating costs	5	4	7	6
Business taxes	6	9	6	4
Transportation costs	8	6	7	8

Or

- (b) Define theoretical and rated capacity and list any for factors that affect a company's capacity. Indicate how each factor impacts rated capacity.
13. (a) In detail list the phases of the product development process and explain the actions which takes place in each phase.
Or
- (b) Identify the fundamental layout strategies. Describe the use of each one very briefly.
14. (a) In detail explain about any three qualitative forecasting techniques and compare their strengths and weaknesses.
Or
- (b) (i) What are the assumptions of the EOQ model? (6)
- (ii) Identify the typical components that constitute inventory holding or carrying costs. (7)

15. (a) Compare and contrast Deming's, Juran's, and Crosby's contributions to quality management. Also bring out the similarities and differences between their perspectives?

Or

- (b) Explain the different approaches to Six sigma. Explain the steps involved in DMAIC and DMADV.

PART C — (1 × 15 = 15 marks)

16. (a) You have been hired as an expert by an Electric Vehicle manufacturer who is going to setup the production facility in India. Your role is to suggest a suitable guidelines regarding the strategic sourcing of components and raw materials. Present your findings with respect to the factors to be considered regarding the make or buy decisions for optimal sourcing of components and raw materials.

Or

- (b) In detail explain the varied elements of JIT manufacturing in the present day operations management perspective.

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