

Code No: MB1624/R16

MBA II Semester Supplementary Examinations, November -2020

PRODUCTION AND OPERATIONS MANAGEMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

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| 1. a | Explain nature and scope of Production and Operations Management | 6M |
| b | Explain historical development of POM. | 6M |
| 2. a | Elucidate production planning and control in detail | 6M |
| b | What is plant layout? Discuss product and process layout with suitable examples. | 6M |
| 3. a | Discuss the concept of acceptance sampling and its sampling plans. | 6M |
| b | Discuss the concept of Control Charts for Variables. | 6M |
| 4. a | Demonstrate the methodologies of Six Sigma. | 6M |
| b | What is productivity? Explain factors affecting to productivity. | 6M |
| 5. a | What do you mean by inventory? Exemplify the methods of inventory. | 7M |
| b | What is meant by value analysis? How Does Value Analysis enable Cost Reduction? | 5M |
| 6. a | Explain stages of new product development. | 6M |
| b | Discuss the steps and benefits of ISO 9000 registration. | 6M |
| 7. | Briefly explain about the following: | |
| i) | MRP | 4M |
| ii) | Batch production | 4M |
| iii) | Work sampling | 4M |

8. Case study

12M

A new phenomenon called 'Apparel on Demand' is slowly making its presence felt. It is an extension of JIT linking retailers and manufacturers for a just-in-time responsiveness. XYZ Ltd. Clothing Inc., promoted by a young management graduate has recently ventured into the business of making reasonably priced custom jeans for women. It has partnered with many stores selling women garments. In the stores, women are electronically measured and information like colour, fabric, style, etc., are recorded. The information reaches the XYZ Ltd. manufacturing facility at Ahmedabad almost immediately through a state-of-the-art information system. XYZ Ltd. guarantees delivery of the custom jeans within 10 days. With the growing acceptance of jeans among the women in India, especially in the urban areas, the market for women's jeans is growing at a fast pace. XYZ Ltd. with its unique business model hopes to garner a significant share of this market. The promoter of XYZ Ltd. along with her top executives is confident that their concept of JIT jeans would work.

Questions :

- (i) Do you think XYZ Ltd.'s strategy would work? Why or why not? What is the importance of retailers in its business strategy?
- (ii) Will customers wait for 10 days to have the jeans delivered? What can XYZ Ltd. do to compete on customer service if delivery takes this much time?
- (iii) Comment on the necessity of a robust supply chain in the context of XYZ Ltd. Clothing Inc.
