

QP Code

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 Register Number

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VELALAR COLLEGE OF ENGINEERING AND TECHNOLOGY
(An Autonomous Institution, Affiliated to Anna University, Chennai)

Semester Examinations – April / May 2017 Regulations-2016

Programme: MBA Semester: 2 Max. Marks: 100 Duration 3 Hrs

Course Code & Title: **16MST21** **OPERATIONS MANAGEMENT**

Knowledge Levels (KL)	K1 - Remembering	K3 - Applying	K5 – Evaluating
	K2 - Understanding	K4 – Analyzing	K6 – Creating

Part A - Answer ALL Questions. 10 x 2 = 20 Marks

No.	Question	KL
1.	State the meaning of Strategic Fit.	K1
2.	Define Productivity.	K1
3.	Define Demand forecasting.	K1
4.	Cite the term Motion Study.	K2
5.	Specify the meaning of Capacity Planning.	K1
6.	Indicate the meaning of Facility Layout.	K2
7.	Define Value Analysis.	K1
8.	Specify the meaning of Inventory Control.	K1
9.	Define the Project Management.	K1
10.	Summarize the term Scheduling.	K2

Part B - Answer ALL Questions. 5 x 13 = 65 Marks

No	Question	Marks	KL
11.	a i. Examine the Historical perspective of Operations Management.	7	K4
	ii. Distinguish between Services and Goods.	6	K3
OR			
	b i. A trade-off is necessary between different competitive priorities- Explain.	7	K4
	ii. Discuss different methods to improve productivity.	6	K4
12.	a Explain the factors you would consider while selecting a forecasting method.	13	K5
OR			
	b i. Illustrate the various legal, ethical and environmental issues in product design.	7	K4
	ii. Explain in detail about work measurement techniques.	6	K5

13.	a	Explain the theories of Facility Location.	13	K1
		OR		
	b	Explain the principles and criteria of good Facility Layout.	13	K4
14.	a	i. Explain in detail about the Inventory Control Techniques	7	K4
		ii. Briefly explain about various Inventory Costs.	6	K2
		OR		
	b	i. State and Explain the basic inputs for MRP.	8	K1
		ii. Discuss the Nature of Stores Management.	5	K2
15.	a	i. Describe the phases of Project Management.	7	K3
		ii. Discuss the ways of reducing scheduling problems.	6	K3
		OR		
	b	Describe the priority rules and techniques for the Job Sequencing.	13	K4

Part C

1 x 15 = 15 Marks

16 Conflict of Interests: The GM (Works) has problems with manufacturing budgets, meeting cost reduction targets, and dealing with new products manufacturing schedules. When an in depth interview (non-directive type) was conducted between the GM (Works) and the Chairman of the Company, the GM (Works) explained that many things are happening in the Company about which he is ignorant, particularly the preparation, new product integration, etc. He agrees to the view that the Company is interested in high-growth and high-profit, but he has never been given an opportunity to review his own scheme of things and explain to the top management. The production culture of the company has never been assessed whereas the stringent rules are being directed by the finance and personnel departments. And sometimes, show cause notices are being served to supervisors and senior employees. The Company is introducing new products without assessing the capability of the manufacturing system and the resources.

Questions:

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| 1. Under the above situation, if you are asked to work as a consultant to show the perspectives to the Board of Management, construct action plans you would suggest. | K5 |
| 2. Explain how Business Process Re-engineering (BPR) helps in situations like these. | K4 |
