Operations Management

PART A

Total 20 marks
(Compulsory- each sub-question carries one mark)

Q. 1 Please state whether the following statements are “True” or “False”. [5 marks ]
1) Operations management is responsible for managing production processes.
2) Corporate level is one of the levels of corporate strategy.
3) The data involved in operations management is small in volume.
4) Efficiency and effectiveness are similar in meaning.
5) The objective of VCM is to increase customer satisfaction.

Q. 2 Match the following: [5 marks ]

<table>
<thead>
<tr>
<th>Column A</th>
<th>Column B</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) The process of formulating strategy</td>
<td>(A) Inventory control</td>
</tr>
<tr>
<td>(2) Master Production Schedule</td>
<td>(B) Use of numbers and figures</td>
</tr>
<tr>
<td>(3) Materials Requirement Planning</td>
<td>(C) A performance metric</td>
</tr>
<tr>
<td>(4) Quantitative tools</td>
<td>(D) Demand forecasting</td>
</tr>
<tr>
<td>(5) Key Performance Indicators</td>
<td>(E) Analyzing vision of organization</td>
</tr>
</tbody>
</table>

Q. 3 Fill in the blanks : [5 marks ]

a. MRP is a computer based ____________ for production scheduling.
b. ________________ is an event in current inventory when demand of an item is not fulfilled.
c. ________________ ensures good quality management practices within the organization.
d. Better facilities lay out leads to ____________
e. Linearity assumes that there is ____________ between output and input of production.
Q.4 Write the full form of the following. [5 marks]

(1) C.R P. (2) CRM. (3) VCM (4) SBU. (5) LDR.

PART B [Total 60 marks]

Answer any three out of the following five questions: (20 Marks each)

Q.5 Define operations strategy and explain the steps involved in strategy formulation processes. [20 marks]

Q.6 Explain the challenges, an operations manager faces in operations management. [20 marks]

Q.7 a. Explain the objectives of operations management. [10 marks]
    b. Explain the role of data analytics in operations management. [10 marks]

Q.8 a. Explain different types of services. [10 marks]
    b. Describe the concepts of capacity planning. [10 marks]

Q.9 Write short notes on any four: [4 x 5 = 20 marks]

a. Product Recycling
b. Value Chain Management
c. Quality Function Deployment
d. Master Production Schedule
e. Facility Location
f. Vehicle Routing Problem
Q.10 CASE STUDY-

Gama Industries is a medium scale industry manufacturing various components for number of industries. It has got a well-established PPC department. Amongst others, they are supplying components to Godrej, Mahindra etc. is about Rs. 3 Crores. The plant is running with 90% utilization. The sequencing is by Least Slack method. Suddenly there is additional demand from Godrej, which will require 20% capacity. They can take up the work in 3 ways.

a) Working overtime – rate being 3 times daily wages.
b) Outsourcing which will be at 1.2 times the cost of the job.
c) Working in additional shift – requires men and utilization will be only 20%.

Which works out to 1.5 times the cost?

Questions:-

Q1. Whether usual system be broken for Godrej? Discuss.
Q2. Will working overtime be proper? Explain.
Q3. Whether additional shift working will be suitable? Explain.
Q4. Can the work be given on Outsourcing? Justify.