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Reg. No _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SECOND TRIMESTER MBA DEGREE EXAMINATION JANUARY 2017

MBA 24: OPERATIONS MANAGEMENT

Max. Marks: 60

Duration: 3 Hours

Part A

Write short notes on. Answer all questions. Each question carries 2 marks

1. Define Batch production
2. Define the concept of Six Sigma
3. List out any five types of Inventory in an organization
4. What are the causes of Bull Whip effect?
5. List out any four advantages of concurrent engineering

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. Explain the scope and functions of operations management.
7. What is work study? Discuss the advantages & disadvantages of work study?
8. What is the importance of maintenance management? Also discuss the impact of poor maintenance.
9. Discuss the objectives and any four types of facility layout.
10. What is material requirement planning? Discuss the MRP system.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Analyse the case given below and answer the questions

JIT in action

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. NaaR 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., is recorded. The information reaches the NaaR manufacturing facility at Ahmedabad almost immediately through a state-of-the-art information system. NaaR guarantees delivery of the custom jeans within 10 days. With the growing acceptance of jeans among women in India, especially in the urban areas, the market for women's jeans is growing at a fast pace. NaaR with its unique business model hopes to garner a significant share of this market. The promoter of NaaR along with her top executives is confident that their concept of JIT jeans would work.

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

(20 marks)