

END TERM EXAMINATION

SECOND SEMESTER [MBA] MAY-JUNE 2016

Paper Code: MS-110

Subject: Operations Management

Time: 3 Hours

Maximum Marks: 75

Note: Attempt all questions as directed. Internal choice is indicated.

- Q1 Answer any five of the following questions: (3x5=25)
- (a) Explain the challenges operations managers face in the present era of globalization.
 - (b) Predict decisions are fundamental to an organization's strategy and have major implications throughout the operations functions. Elucidate.
 - (c) What is Bullwhip effect? Discuss the causes and remedies of Bullwhip effect.
 - (d) Genchi Taguchi has given concepts aimed at improving both product and process quality. Explain them.
 - (e) What is Clustering? Name the industries in India that exhibit clustering along with the reasons.
 - (f) Briefly explain various aggregate planning options and their advantages and disadvantages.
 - (g) Organizations that focus on JIT, Quality and Employee Engagement are often Lean producers. Analyze the statement.

- Q2 Operation Management discipline is enriched during each era of its evolution by the innovations and contributions of different individuals from diverse fields. Elucidate. (12.5)

OR

- Q3 Discuss Theory of Constraints and explain its relevance in capacity management with focus on principles of bottleneck management. (12.5)

- Q4 (a) Briefly explain various components of Job Design. (8)
- (b) As a manager of floor shop, Mr. Alex, is of the view that the operators working in his shop floor are idle 20% of the time. He intends to measure the same using work sampling method. What is the appropriate work sample size to be accurate within $\pm 3\%$ and enables him to have 95-95% confidence level? Assume z-value for confidence level as 2. In case Mr. Alex finds that his initial estimate is 5% higher than the observations recorded during the study, should he revise his work sample? If yes, what should the revised work sample be? (8.5)

OR

- Q5 Explain the features of process strategies with focus on (a) Product (b) Process (c) Repetitive (d) Mass Customisation. Do you think that they have any relationship with volume and variety considerations? If so, give schematic representation of such relationship with specific examples. (12.5)

- Q6 (a) From the data given below find: (7.5)
- (i) Whether the graphical representation of data suggest linear relationship between television sales performed by popular group during previous month and demand for guitars during the month.
 - (ii) Forecasting equation using least squares method.
 - (iii) Estimate of guitar sales if the number of performances during previous month are 10.
 - (iv) Correlation co-efficient (r) and coefficient of determination (r^2) for the model and interpret the result.

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