

Roll No.

[illegible]

Total No. of Pages : 02

Total No. of Questions : 15

MBA/MBA(IB) (2012 & onwards) (Sem.-2)
PRODUCTION AND OPERATION MANAGEMENT

Subject Code : MBA-202

Paper ID : [C0247]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

1. **SECTION-A** contains **SIX** questions carrying **FIVE** marks each and students has to attempt any **FOUR** questions.
2. **SECTIONS-B** consists of **FOUR** Sub-sections : Units-I, II, III & IV. Each Sub-section contains **TWO** questions each carrying **EIGHT** marks and student has to attempt any **ONE** question from each Sub-section.
3. **SECTION-C** is **COMPULSORY** and consist of **ONE** Case Study carrying **EIGHT** marks.

SECTION-A

1. What is competitive advantage through operations?
2. Explain the technical product development process in brief.
3. Differentiate between process and product development.
4. What is meant by productivity?
5. What is stock control system?
6. Discuss Crosby's Fourteen Points of Quality Improvement.

SECTION- B

UNIT-I

7. Discuss the various types of production system.
8. What is facility location? Discuss location analysis techniques in detail.

UNIT- II

9. Define production planning and control. Discuss its need.
10. What is work measurement? Explain the techniques of work measurement.

UNIT- III

11. What is the difference between p chart and C charts?
12. Define TQM. Who are the quality Gurus? Explain in detail.

UNIT- IV

13. What is EOQ? Discuss various costs incurred in EOQ.
14. What is value analysis? Discuss the procedure of value analysis.

SECTION-C

15. **Case Study :**

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. 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 :

- (a) Do you think XYZ Ltd.'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 XYZ Ltd. 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 XYZ Ltd. Clothing Inc.