

Printed Page:-

Subject Code:- BSPGDT206

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: II - THEORY EXAMINATION (20 -20)

Subject: Operations Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. In operations management, one of the plant layout is best suited for industries with customized and varied production processes. (CO1,K1) 1
- (a) Product layout
- (b) Process layout
- (c) Fixed-position layout
- (d) Line layout
- 1-b. The following is NOT a characteristic of a service. (CO2,K1) 1
- (a) Intangibility
- (b) Perishability
- (c) Ownership transfer
- (d) Simultaneous production and consumption
- 1-c. The type of production system used for continuous, large-scale manufacturing. (CO3,K1) 1
- (a) Job production
- (b) Batch production
- (c) Mass production
- (d) Project production
- 1-d. The technology commonly used in Supply Chain Management (SCM) for real- 1

time tracking of goods (CO4,K1)

- (a) GPS and RFID
- (b) SEO and SEM
- (c) JavaScript and HTML
- (d) Hadoop and SQL

- 1-e. Deming emphasized that companies should move away from one of these practices. (CO5,K1) 1
- (a) Continuous learning
 - (b) Building long-term relationships
 - (c) Encouraging teamwork
 - (d) Relying on numerical quotas

2. Attempt all parts:-

- 2.a. Define production and operations management and mention its primary objective. (CO1,K1) 2
- 2.b. Write why service is considered intangible. (CO2 ,K1) 2
- 2.c. Mention any two types of inventory that can be managed using VED analysis. (CO3,K1) 2
- 2.d. Distinguish between logistics and supply chain management. (CO4,K2) 2
- 2.e. Define Quality Circles and write two main objectives of quality circle. (CO5,K1) 2

SECTION-B 15

3. Answer any three of the following:-

- 3-a. Illustrate with a suitable example the impact of an inefficient plant layout on productivity and cost-effectiveness. (CO1,K2) 5
- 3-b. Explain how customer expectations differ in product-based businesses versus service-based businesses. (CO2,K2) 5
- 3.c. Evaluate the advantages and disadvantages of job production and mass production for a small business. (CO3,K5) 5
- 3.d. Describe the key quantitative methods used in demand forecasting with suitable examples. (CO4,K2) 5
- 3.e. Compare and contrast Deming's and Juran's approaches to Total Quality Management. (CO5,K3) 5

SECTION-C 30

4. Answer any one of the following:-

- 4-a. Examine the effects of globalization on plant location decisions in the automobile industry. (CO1,K4) 6
- 4-b. Illustrate how a banking retail business can use an effective layout to improve customer experience. (CO1,K2) 6

5. Answer any one of the following:-

- 5-a. Describe a service blueprint for a restaurant business. (CO2,K2) 6

- 5-b. Demonstrate how responsiveness in addressing guest complaints affects customer loyalty in the hospitality sector. (CO2,K2) 6
6. Answer any one of the following:-
- 6-a. Justify the need for integrating technology (e.g., ERP systems) in the production planning process. (CO3,K5) 6
- 6-b. Discuss how scheduling techniques can improve the efficiency of a manufacturing plant. (CO3,K2) 6
7. Answer any one of the following:-
- 7-a. Explain a demand forecasting model for a new product launch in a competitive market. (CO4,K2) 6
- 7-b. Examine the impact of supply chain disruptions (e.g., COVID-19) on the bullwhip effect and inventory management. (CO4,K4) 6
8. Answer any one of the following:-
- 8-a. Illustrate how a manufacturing company can implement Quality Circles to reduce defects. (CO5,K2) 6
- 8-b. Compare and contrast the uses of a Histogram and a Control Chart in process improvement. (CO5,K4) 6

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