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

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM

TRIMESTER: I - THEORY EXAMINATION (20 -20)

Subject: Operations Planning & Quality Control

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. | What is one of the key takeaways from analyzing real-world case studies in risk management? (CO1, K1) | 1 |
| | (a) Developing new technologies
(b) Implementing effective strategies and practices
(c) Enhancing social media presence
(d) Expanding globally | |
| 1-b. | What is the role of monitoring and reviewing in risk management? (CO2, K2) | 1 |
| | (a) To ensure risks are ignored
(b) To increase the complexity of risks
(c) To continuously monitor risks and review strategies for effectiveness
(d) To solely focus on past risks | |
| 1-c. | Which company is used as an example of BCP practices ensuring service availability during IT system outages? (CO3, K1) | 1 |
| | (a) Infosys
(b) HDFC Bank
(c) Reliance Industries
(d) IBM | |
| 1-d. | What does risk management primarily involve? (CO4, K2) | 1 |

- (a) Ignoring potential problems
 - (b) Identifying, assessing, and prioritizing risks
 - (c) Increasing risks for operations
 - (d) Delegating risks to others
- 1-e. What does Pareto Analysis help to identify? (CO5, K1) 1
- (a) The cost of production
 - (b) The speed of production
 - (c) The most significant factors contributing to defects
 - (d) The number of employees needed
2. Attempt all parts:-
- 2.a. Discuss the importance of cross-industry learning in risk management and quality maintenance, using examples from the case studies provided. (CO1, K3) 2
- 2.b. How can Root Cause Analysis be applied to resolve quality issues in a pharmaceutical company? (CO2, K3) 2
- 2.c. What steps are involved in the ISO certification process, and how do these steps contribute to the overall goal of achieving certification? (CO2, K4) 2
- 2.d. Describe how adherence to industry standards can influence the operational efficiency of Indian food processing companies. (CO4, K4) 2
- 2.e. Provide an example of how a retail store might use demand forecasting for a seasonal product. (CO5, K3) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. What strategies can be employed to keep customers informed about potential impacts on quality or delivery during disruptions? How does this communication help in maintaining customer trust? (CO1, K4) 5
- 3-b. What are strategic risks and how do they impact business decisions? Illustrate with an example. (CO2, K5) 5
- 3-c. Describe how a product's reliability can affect its overall quality. Use a real-life example to support your explanation. (CO3, K3) 5
- 3-d. How did early quality control practices differ from the more formal methods developed after World War II? (CO4, K2) 5
- 3.e. How can an operations strategy be compared to a roadmap in terms of business management? Provide a detailed explanation. (CO5, K5) 5

SECTION-C

30

4. Answer any one of the following:-

- 4-a. What are some common recovery strategies used in Business Continuity Planning, and how do they help in restoring operations? (CO1, K3) 6
- 4-b. Describe the effects of the 2018 Kerala floods on the supply chain in that region. What were some specific consequences for local businesses? (CO1, K3) 6

5. Answer any one of the following:-

- 5-a. What are some practical strategies for implementing defect prevention in a manufacturing setting? (CO2, K2) 6
- 5-b. Describe a scenario in which process capability analysis would be essential for a manufacturing company. (CO2, K2) 6

6. Answer any one of the following:-

- 6-a. What are the primary goals of applying lean principles in an organization? (CO3, K1) 6
- 6-b. Provide an example of how Value Stream Mapping could be used to streamline operations in a service industry. (CO3, K2) 6

7. Answer any one of the following:-

- 7-a. How might HDFC Bank integrate both quantitative and qualitative methods in their demand forecasting process? Provide a detailed explanation of how combining these methods can benefit financial product demand forecasting. (CO4, K4) 6
- 7-b. Explain how demand forecasting helps in maintaining optimal inventory levels using Reliance Retail as an example. Discuss how it assists in planning production schedules using Maruti Suzuki as an example. (CO4, K3) 6

8. Answer any one of the following:-

- 8-a. How can a company assess whether its quality control standards are effectively meeting customer expectations and supporting its strategic objectives? (CO5, K3) 6
- 8-b. How can organizations ensure that their quality control measures are adaptable to changes in customer expectations and strategic goals? (CO5, K3) 6