

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: II - THEORY EXAMINATION (2024 - 2025)

Subject: Operations and Supply Chain Management

Time: 3 Hours

Max. Marks: 100

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

20

1. Attempt all parts:-

- | | | |
|------|---|---|
| 1-a. | Which of these pairs of functions would tend to be affected most dramatically by a product or service redesign? (CO1,K2) | 1 |
| | <ul style="list-style-type: none"> (a) operations and accounting (b) marketing and operations (c) finance and human resources (d) none of these | |
| 1-b. | Which of the following would tend to increase the importance of supply chain management? (CO1,K2) | 1 |
| | <ul style="list-style-type: none"> (a) increased supply chain stability (b) increased globalization (c) lower levels of outsourcing (d) none of these | |
| 1-c. | Which of the following is not an element of physical evidence? (CO2,K2) | 1 |
| | <ul style="list-style-type: none"> (a) Employee Dress (b) Employee Training (c) Equipment (d) Facility Design | |
| 1-d. | Which of the following is not a process commonly considered in making products or delivering services? (CO2,K3) | 1 |

- (a) continuous
 - (b) batch
 - (c) subcontracting
 - (d) none of these
- 1-e. One option for altering the pattern of demand is: (CO3,K3) 1
- (a) back orders.
 - (b) overtime
 - (c) inventories
 - (d) none of these
- 1-f. Which of the following is not a step in the forecasting process? (CO3,K3) 1
- (a) monitor the forecast
 - (b) select a forecasting model
 - (c) eliminate all assumptions
 - (d) none of these
- 1-g. A process results in a few defects occurring in each unit of output. Long-run, these defects should be monitored with: (CO5,K4) 1
- (a) p-charts
 - (b) c-charts
 - (c) R-charts
 - (d) none of these
- 1-h. A P-chart is used for: (CO5,K4) 1
- (a) number of defects per unit
 - (b) variance
 - (c) proportion
 - (d) none of these
- 1-i. The primary characteristic of the Bullwhip effect is (CO4, K3) 1
- (a) Increased efficiency in supply chain operations.
 - (b) Improved forecasting accuracy at the retail level.
 - (c) Amplification of demand fluctuations as they move up the supply chain.
 - (d) Reduced inventory costs for all participants.
- 1-j. The main advantage of a pull supply chain (CO4,K3) 1
- (a) Increased production capacity, lower risks of stockouts, and potentially lower costs per unit.
 - (b) Faster delivery times and potentially lower transportation costs.
 - (c) Lower inventory costs and flexible production processes.
 - (d) High product availability, lower risks of stockouts, and potentially lower costs per unit.

2. Attempt all parts:-

2.a.	Define total productivity.(CO1,K2)	2
2.b.	Distinguish between product and service. (CO2,K2)	2
2.c.	Distinguish between economic order quantity and production order quantity. (CO3,K4)	2
2.d.	Explain bullwhip effect. (CO4,K3)	2
2.e.	Distinguish between prevention and appraisal cost. (CO5,K4)	2
<u>SECTION-B</u>		30
3. Answer any <u>five</u> of the following:-		
3-a.	Briefly describe the term operations management and supply chain management. (CO1,K3)	6
3-b.	Define in bound and out bound logistics and explain their role in supply chain. (CO1,K2)	6
3-c.	Discuss the factors affecting the product design with suitable examples.(CO2,K3)	6
3-d.	Briefly explain characteristics of services in India.(CO2,K3)	6
3.e.	Briefly explain the advantages of aggregate planning. (CO3,K4)	6
3.f.	Differentiate between forward supply chain and reverse supply chain. (CO4,K4)	6
3.g.	Critically analyze the contributions of ISO 9001:2000 in quality management. (CO5,K4)	6
<u>SECTION-C</u>		50
4. Answer any <u>one</u> of the following:-		
4-a.	Discuss the objectives of production and operations management. (CO1,K4)	10
4-b.	Explain how the method study and work measurement techniques be effectively implemented to optimize processes and improve efficiency. (CO1,K4)	10
5. Answer any <u>one</u> of the following:-		
5-a.	Outline the advantages of customization for a manufacturing and service organization. (CO2,K3)	10
5-b.	Discuss the importance of capacity planning with reference to power industry. (CO2,K3)	10
6. Answer any <u>one</u> of the following:-		
6-a.	Describe briefly ABC approach to control inventory. (CO3,K3)	10
6-b.	Explain inventory management. Briefly describe types of inventory with suitable examples.(CO3,K4)	10
7. Answer any <u>one</u> of the following:-		
7-a.	Explain in detail various supply chain drivers. (CO4,K3)	10
7-b.	Briefly explain supply chain management. Distinguish between efficient supply chain and responsive supply chain.(CO4,K4)	10
8. Answer any <u>one</u> of the following:-		
8-a.	Describe three recent situations in which you are directly affected by poor product	10

or service quality. (CO5,K4)

- 8-b. Describe affinity diagram with the help of suitable examples. Explain how affinity diagram solve the business problems. (CO5,K4) 10

COP:JULY_DEC-2024