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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: II - THEORY EXAMINATION (2022-2023)

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

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1. Attempt all parts:-

- 1-a. Which of the following is least likely to affect the cost an organization incurs in producing its products or services? (CO1) 1
- (a) price
 - (b) productivity
 - (c) location
 - (d) none of these
- 1-b. Which of the following is an example of a postponement tactic? (CO1) 1
- (a) mass customization
 - (b) standardization
 - (c) delayed differentiation
 - (d) none of these
- 1-c. The process of dismantling and inspecting a competitor's new or revised product for the purpose of gleaning design ideas is called: (CO2) 1
- (a) design by imitation

- (b) product analysis
- (c) reverse engineering
- (d) none of these
- 1-d. Computer-integrated manufacturing integrates _____ with manufacturing. (CO2) 1
- (a) information from across the organization
- (b) demand forecasts
- (c) marketing strategy
- (d) none of these
- 1-e. Which of the following is an input to aggregate planning? (CO3) 1
- (a) customer levels
- (b) setup costs
- (c) demand forecasts for each period
- (d) none of these
- 1-f. Elements of TQM includes: (CO3) 1
- (a) Continuous improvement
- (b) Supplier's quality
- (c) Defect free processes
- (d) All of the above
- 1-g. Capacity decisions have a direct influence on performance of production system in respect of: (CO4) 1
- (a) Delivery performance
- (b) Quality control
- (c) Plant size
- (d) none of these
- 1-h. _____ has/have helped firms to concentrate on their core business. (CO4) 1
- (a) Supply chains
- (b) Scheduling
- (c) Outsourcing
- (d) ERP
- 1-i. The quality certification that deals primarily with conformance to customer requirements is ISO _____; ISO _____ is concerned primarily with the organization's effect on the environment. (CO5) 1

- (a) 9000; 14000
- (b) 24700; 9000
- (c) 14000; 9000
- (d) None of the above

- 1-j. The "Control" phase of DMAIC is intended to ensure that: (CO5) 1
- (a) Data analysis is overseen
 - (b) Inputs are closely monitored
 - (c) Improvements are sustained
 - (d) None of the above

2. Attempt all parts:-

- 2.a. Briefly explain suppliers. (CO1) 2
- 2.b. Distinguish between product and service. (CO2) 2
- 2.c. Distinguish between production planning and control. (CO3) 2
- 2.d. Explain semi-moving averages. (CO4) 2
- 2.e. Distinguish between prevention and appraisal cost. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Briefly explain types of manufacturing processes. (CO1) 6
- 3-b. Define location decisions. Describe the importance of location for a manufacturing organization. (CO1) 6
- 3-c. Define product and service design. Discuss the factors affecting service design. (CO2) 6
- 3-d. Describe the role of tangible dimensions in service quality. (CO2) 6
- 3.e. Explain the terms routing, loading and scheduling. (CO3) 6
- 3.f. Define outsourcing. Distinguish between make or buy decisions. (CO4) 6
- 3.g. Discuss the importance of PDCA cycle for a manufacturing organization. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Explain about service. Discuss services sector scenario in India. (CO1) 10
- 4-b. Define the term operations management. Explain role of operations manager in a manufacturing organization. (CO1) 10

5. Answer any one of the following:-

5-a. Discuss the importance of capacity planning with reference to power industry. (CO2) 10

5-b. Define automation. Discuss impact of automation on service operations. (CO2) 10

6. Answer any one of the following:-

6-a. Define Kanban. Discuss the objectives of Kanban. (CO3) 10

6-b. Discuss application of inventory management concepts in service organization. (CO3) 10

7. Answer any one of the following:-

7-a. Discuss the importance of supply chain drivers in overall management of supply chain. (CO4) 10

7-b. Briefly explain objectives of lean operations. Discuss challenges in building a lean operation. (CO4) 10

8. Answer any one of the following:-

8-a. Define TQM. Discuss the best quality management practices significant for business operations as per your opinion. (CO5) 10

8-b. Describe three recent situations in which you are directly affected by poor product or service quality. (CO5) 10

2022-23 Jan-Jun