MB-119

Sl.No. : **Total No. of Pages : 2**

Fourth Semester M.B.A. Degree Examination, June - 2023
(Non - CBCS) (SLM Scheme)
MANAGEMENT (Compulsory)
Quality and Operations Management

Time : 3 Hours **Max. Marks : 80**

SECTION-A

Answer any five sub-questions. Each sub-question carries Three marks.[5 × 3 = 15]

1) a) What is Work Measurement?

b) What is Product Design?

c) State anythree principles of Plant layout.

d) What is master Production Scheduling?

e) What is Line balancing?

f) What is Production control?

g) What is TQM?

SECTION-B

Answer any Four questions. Each question carries Five marks. [4 × 5 = 20]

2) Write a note on "Aggregate Production Planning".

3) Explain types of layout with examples.

4) Define Just in Time (JIT). Explain basic elements of JIT.

5) Briefly describe the various steps involved in method study procedure.

6) Write a note on computer integrated manufacturing system.

7) Explain the key components of total quality management.

SECTION-C

Answer any Three questions. Each question carries Ten marks. [3 × 10 = 30]

8) A chemical manufacturing company wants to expand its operations by establishing a plant in Gujarat. Please suggest a location for company and discuss advantages and disadvantages related with the suggested location.

9) Write a short note on : a) Pokayoke Technique b) Six Sigma c) ISO9000.

10) Explain concept of material handling and Discuss Various material handling Equipments.

11) Identify different types of inspection and discuss their role in the Quality assurance and Control Process. What is the relationship between inspection and acceptance sampling?

12) What is production management? What is operations management? Bring out the differences between the two.

SECTION-D

13) Case (Compulsory): [1 × 15 = 15]

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. NaaR 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 NaaR manufacturing facility at Ahmedabad almost immediately through a state-of-the-art information system. NaaR guarantees delivery of the custom jeans within 10 days. With the growing acceptance of jeans among the women in India, specially in the urban areas, the market for women's jeans is growing at a fast pace. NaaR with its unique business model hopes to garner a significant share of this market. The promoter of NaaR along with her top executives is confident that their concept of JIT jeans would work.

Questions :

a) Do you think NaaR'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 NaaR 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 NaaR Clothing Inc.

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