MB-122D

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

Fourth Semester M.B.A. Degree Examination, June - 2023
(Non - CBCS) (SLM Scheme)
MANAGEMENT
Elective - D : Strategic 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) How new manufacturing era in different from traditional manufacturing era.

b) Write the objectives of Planning & Control.

c) Explain KANBAN.

d) What is Performance Appraisal?

e) Define job costing.

f) What is Mechatronics?

g) What is Value Analysis?

SECTION-B

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

2) Discuss the business challenges of the new manufacturing era.

3) Explain the function of Production Control.

4) Discuss the role of Gantt Charts with example.

5) Explain the features of factories Act, 1948.

6) Discuss modern manufacturing methods.

7) Explain the role of arbitration, and collective bargaining of HR approaches in operation management.

SECTION-C

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

8) Analyze the Generic manufacturing strategies for new manufacturing era.

9) Explain the techniques for aligning completion times and due dates.

10) Analyze flow Production Scheduling and Batch Production Scheduling.

11) Write a note on :

i) Industrial Safety.

ii) Make or Buy.

12) Discuss the challenges for SMEs in Industry 4.0.

SECTION-D

13) Case Study (Compulsory): [1 × 15 = 15]

A leading oil field services and equipment company's financial performance was lagging its peers, and the company had committed to a 3% improvement in North American net margin. Management believed there was an opportunity to improve the effectiveness of their >$1B equipment maintenance spend; but was unclear on where and how to achieve savings.

Questions :

a) Discuss the role of HR in handling the company crisis with solutions.

b) As a consultant discuss how company can over come the challenges with the help of modern manufacturing methods.

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