

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2017 - 18 Examination

Semester: 6
Subject Code: 06101352
Subject Name: Production And Operations Management

Date: 14/05/2018
Time: 10:30AM TO 01:00PM
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page

Q.1 Do as Directed.**A.) Multiple choice questions/Fill in the blanks. (Each of 1 mark)****(05)**

1. Fixed position layout is adopted when
 - a) Products are of different variety
 - b) Product is very heavy involving assembly of large number of parts
 - c) Products are in large numbers
 - d) All of the above
2. In a materials processing operation, which of the following process type is associated with the highest volume and lowest variety?
 - a) Job shop
 - b) Batch process
 - c) Mass process
 - d) Continuous process
3. Which of the following is a definition of quality?
 - a) Fitness for Purpose
 - b) Zero Defects
 - c) Right First Time
 - d) All of these
4. The Japanese term for waste is _____?
 - a) Muri
 - b) Muda
 - c) Kanban
 - d) Kaizen
5. The improvement technique where a number of ideas are put forward before deciding on a final idea is called _____?
 - a) Brainstorming
 - b) Pareto analysis
 - c) Balanced Scorecard
 - d) Quality circle

B.) Define the following. (Each of 1 mark)**(05)**

1. Japanese 5 'S' Approach
2. Blanket orders
3. ERP
4. 6 Sigma
5. Kanban

C.) Direct questions. (Each of 1 mark)**(05)**

1. What are the 3 guiding principles of Kaizen?
2. What is the full form of ISO?
3. State the features of a good plant layout.
4. What is PDCA?
5. Difference between Product management and Operation Management.

Q.2 Answer the following questions.

A). Explain the objectives of PPC with its functions

(07)

B). Discuss the various types of production system.

(08)

Q.3 Answer the following questions.

A). Distinguish between MRP I and MRP II

(07)

B). Explain the concept of BPR with its steps

(08)

Q.4 Attempt any two questions. **(Each of 7.5 mark)**

(15)

A. Mention situations in- a) Banking b) Advertising c) Agriculture d) Hoteliering

Where production and operations management is involved. Discuss the inputs , outputs , processes utilities used in these organisations.

B. Assuming that the location of a plant is already decided and enough land area is available; explain the methodology of a detailed plant layout

C. State Deming's 14 principles of quality.

D. Case study:

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. STYLE 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 STYLE manufacturing facility at Ahmedabad almost immediately through a state-of-the-art information system. STYLE 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. STYLE with its unique business model hopes to garner a significant share of this market. The promoter of STYLE along with her top executives is confident that their concept of JIT jeans would work.

(a) Do you think STYLE'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 STYLE do to compete on customer service if delivery takes this much time?