



MBA II Semester Supplementary Examinations June/July 2018

**OPERATIONS MANAGEMENT**

(For students admitted in 2014, 2015 &amp; 2016 only)

Time: 3 hours

Max. Marks: 60

**SECTION – A**

(Answer the following: (05 X 10 = 50 Marks))

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- 1 Define operations management. Discuss various activities involved in production and operations management.

**OR**

- 2 Explain the concept plant design. Also explain the steps involved in product design.
- 3 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.

**OR**

- 4 Explain product and process layout in detail with its advantages and disadvantages.
- 5 (a) List down objectives of scheduling.  
(b) What do you understand by operations scheduling? What are the problems faced in the absence of proper scheduling?

**OR**

- 6 Discuss in detail various world class production systems.
- 7 What is work study? Explain the process of method study in detail.
- 8 Explain tools of total quality management in detail.
- 9 Find the productivity if four workers installed 720 square yards of carpeting in eight hours. Also compute for the productivity of a machine which produced 68 usable pieces in two hours.

**OR**

- 10 What is productivity engineering and management? Explain total productivity model.

**SECTION – B**

(Compulsory question, 01 X 10 = 10 Marks)

**11 Case Study:**

Jyoti had given her branded laptop for servicing to an authorized service center to repair a damaged USB port. The laptop was to be given the next day, but when she went to take it that day, she was told that it was not ready. Jyoti had to wait for four more days before she was finally given her laptop. Because she was in a hurry while receiving the repaired laptop, she did not check the workings of the laptop at that time. On reaching home and switching on the laptop, she noticed that that LCD display had become problematic. The next day, she again went to the service center and reported the display problem. Jyoti was aghast when she was informed that as she had signed the delivery documents, the service center cannot take responsibility for the display problem. She was asked to fill up a fresh service requisition form to get the problem rectified and further was told that all expenses incurred in rectifying the problem had to be paid by her.

**Questions:**

- (a) Do you think that After Sales Service through a third party is a cause for concern? Justify
- (b) There seems to be a breach of trust in the given caselet. How is breach of trust related to quality of service?
- (c) In the context of the given caselet, formulate a Quality Service Policy to ensure customer satisfaction

