

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

SECOND SEMESTER MBA DEGREE EXAMINATION (S), AUGUST 2023

(2021 Scheme)

Course Code : 21MBA108

Course Name: Operations Management

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Differentiate goods and services.
2. What are the characteristics of process layout?
3. What is make or buy decision?
4. Explain MPS.
5. Compare JIT and Lean Management.

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Explain transformation process in operations management with a diagram.
7. Elaborate qualitative forecasting techniques with example.
8. How TQM can improve Customer Experience and Product Value?
9. 'Bullwhip effect happens when every party gradually escalates an initially small spike in demand'. Explain.
10. Justify the statement. 'Industry 4.0 tools increases a company's competitiveness, productivity, and profitability'.

PART C

(Compulsory question, the question carries 20 marks)

11.
 - a) Elaborate the different approaches in aggregate planning and the various demand and capacity side option available in aggregate planning

Marks (10)

b) Omega Industry estimates that it will sell 12,000 units of its product in the forthcoming year. The ordering cost is Rs. 100 per order and the carrying cost per unit per year is 20% of the purchase price per unit. The purchase price per unit is Rs. 50. Find

i) EOQ

ii) No of orders per year

iii) time between successive orders

Marks (10)
