

Printed Pages: 01

Paper I: 270236

Sub Code: RMB206

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MBA
(SEM 2nd) THEORY EXAMINATION 2017-18
Production operation and supply chain management

Time: 3 Hours

Total Marks: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. 2 x 7=14
- a) What is operation management?
 - b) Define the term 'production'.
 - c) What do you mean by a product and service?
 - d) What do you mean by production planning?
 - e) What do you know about routing?
 - f) What do you mean by supply chain?
 - g) What do you understand by total quality management?

SECTION B

2. Attempt any *three* of the following: 7 x 3=21
- a) What is operations management? What are different decisions taken by operations managers for production?
 - b) Discuss the new product development with the help of suitable example.
 - c) What do you mean by services? Explain the various characteristics of services.
 - d) Explain the meaning, objectives and process of production planning. What are the steps of production planning process?
 - e) What do you mean by Economic Order Quantity (EOQ) model?

SECTION C

3. Attempt any *one* part of the following: 7 x 1 = 7
- a) Explain the conceptual model of SCM. What are the objectives of supply chain management?
 - b) 'Forecasting is a planning tool.' Justify. What is demand forecasting in supply chain?
4. Attempt any *one* part of the following: 7 x 1 = 7
- a) What is total quality management(TQM)? Discuss the importance and implementation of TQM.
 - b) Explain six sigma methodology.
5. Attempt any *one* part of the following: 7 x 1 = 7
- a) Define the term quality control. Mention the objectives of quality control.
 - b) What is the concept of supply chain management? Write down the essential features of SCM and also define the objectives.

6. Attempt any *one* part of the following: 7 x 1 = 7
- a) Explain the difference between production management and operation management.
 - b) Write a short note on productivity. Which factors are affecting productivity or production process?
7. Attempt any *one* part of the following: 7 x 1 = 7
- a) Define the concept product design. Discuss its purpose and how a product can be designed for organizational competitiveness.
 - b) Explain the gaps of SERVQUAL model.