

**EXECUTIVE MBA
(EXMBA)**

**Term-End Examination
December, 2011**

MCT-060 : OPERATIONS MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions and all questions carry equal marks.

1. (a) Define Operations Management. What are the most important factors that affect Operations Management today. 10
- (b) What are the inputs to production system ? How are they be classified ? 10
2. (a) Explain the concept of Operational effectiveness. 10
- (b) Differentiate product focussed, standardised - product and produce to stock production systems. 10
3. (a) Name and describe the steps in developing new products. 10
- (b) What are the ways of developing new products and new services ? What are the commonalities and difference amongst them ? 10

4. (a) Explain the steps in designing a process for issue of Bank Drafts to customers in a Bank Branch. 10
- (b) Explain the difference between product focussed and process focussed. 10
5. (a) What are the factors to be kept in mind while locating a High End fashion garments showroom ? 10
- (b) Compare and contrast layout of a Bank Branch and layout of a Hospital. How are they alike and differ. 10
6. Write short notes on *any four* of the following : 20
- (a) PDCA Cycle
- (b) Designing products for Quality
- (c) OC Curve and sampling
- (d) ISO 14000
- (e) Just in Time
- (f) MRP I and MRP II

7. (a) A production scheduler must determine the sequence in which to process focus customer orders. Each of the orders must go through 2 operations : Insertion and soldering. The scheduler has developed these production time estimates for four orders :

Customer order no.	Insertion Time (hour)	Flow soldering
A	6.9	5.9
B	7.3	6.1
C	5.7	4.9
D	2.6	3.6

Use Johnson's Rule to sequence the jobs. How many hours will be required to complete all the orders.

- (b) If the annual demand of a productive 3,50,000 units and annual Inventory carrying cost is 25% of the cost of unit, the product costs \$14.75 per unit to purchase and each time an order is placed the ordering costs is \$53.00.
- (i) What is EOQ ?
- (ii) What is TSC at EOQ ?

8. What do you mean by facility layout ? Explain the role of facility layout in providing decision and enhancing productivity.