Printed Pages: 01 **Sub Code: RMB206**

PaperI: 270236 **Roll No.** | | | | | | | | | | |

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.

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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.

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