

Total No. of Pages : 2

6969

Register Number :

Name of the Candidate :

M.B.A. DEGREE EXAMINATION MAY, 2015

(BUSINESS LEADERSHIP)

(THIRD SEMESTER)

320 — OPERATIONS MANAGEMENT

Time : Three hours

Maximum : 75 marks

SECTION A

Answer any FIVE questions.

(5 × 3 = 15)

1. Define Break-Even Point.
2. Define Product / Process Layout.
3. ABC Analysis.
4. Exponential Smoothing
5. What is fixed position layout?
6. Why MRP is important?
7. What do you mean by vendor rating?
8. Mention the importance of aggregate planning.

SECTION B

Answer any THREE questions.

(3 × 10 = 30)

9. Discuss the scope and objectives of Production Management.
10. Discuss the various factors which must be considered for location of a cement plant.
11. What are the various methods of controlling inventory in an organisation?
12. Explain the advantages and disadvantages of breakdown maintenance and preventive maintenance.

13. A book store orders blue books (exam booklets) in boxes of one gross. Annual demand is even throughout the year and known with certainty to be 600 boxes. Lead time is known to be exactly one month. The cost of placing an order is \$ 16, and annual carrying charges are 36 percent of the box price. The wholesaler gives the bookstore a quantity discount as follows:

Quantity (order in boxes)	Price / Box (in \$)
1-49	7.50
50-99	7.35
100 or more	7.00

Establish the economic ordering quantity.

SECTION C

Answer any ONE question. (1 × 15 = 15)

14. Can a service industry use just-in-time principles? Explain your answer with suitable Indian examples.
15. Discuss the nature of the relationship between customers and suppliers along a supply chain.
16. Describe the principle of a layout. Differentiate product and process layout

SECTION D

(Compulsory question) (1 × 15 = 15)

17. How are the demands for consumer durable goods and capital goods forecast? Differentiate the salient aspects with illustrations.
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