

Reg. No. : 920216631015

Question Paper Code : 63148

M.B.A. DEGREE EXAMINATION, APRIL/MAY 2017.

Second Semester

BA 7201 — OPERATIONS MANAGEMENT

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Distinguish between goods and services.
2. List two milestones in OM.
3. Briefly explain the overview of MRP?
4. What are planning tools?
5. Elucidate any two ethical issues in product design?
6. Describe briefly about the production planning and control.
7. State any two objectives of Materials Management.
8. Briefly explain the overview of JIT.
9. Discuss in detail about the Gantt chart line balancing.
10. Elucidate the concept of production flow control.

PART B — (5 × 13 = 65 marks)

11. (a) Discuss in detail about the challenges and current priorities in operations management.

Or

- (b) Explain in detail about the operations strategy and strategic fit with example.

12. (a) Describe in detail the need and types of demand forecasting with suitable examples.

Or

- (b) Briefly explain the facility layout and its types.

13. (a) Explain in detail about the techniques for aggregate planning.

Or

- (b) Elucidate in detail about measuring productivity and techniques to improve productivity.

14. (a) Briefly explain the objective, planning and controlling in material management.

Or

- (b) Discuss in detail about the nature and classification of the stores management.

15. (a) Explain in detail about the Scheduling techniques in project management with suitable examples.

Or

- (b) Describe in detail about the personnel scheduling in services.

PART C — (1 × 15 = 15 marks)

16. (a) Write an essay about the production planning and prepare the production planning for automobile manufacturing industry.

Or

- (b) Compare and contrast the activities within operations management across THREE different sectors of your choice.