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Reg. No.

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III Semester M.B.A. (Day/Evening) Degree Examination, March - 2021
MANAGEMENT

Advanced Production System
(CBCS Scheme 2019 - 20)

Paper : 3.6.1

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any **FIVE** questions. Each carries 5 marks.

(5×5=25)

1. Outline the importance of a production system.
2. What is forecasting?
3. Write a short note on product design.
4. List out the objectives of scheduling.
5. Highlight the role of MIS in production.
6. Mention the various functions of digital manufacturing.
7. Explain the concept of FMEA.

SECTION - B

Answer any **THREE** questions. Each carries 10 marks.

(3×10=30)

8. Explain the various stages of the production system life cycle.
9. Illustrate the various strategies for aggregate production planning.
10. Discuss the various tools for planning and scheduling of production systems.
11. Enumerate the various techniques of measurement of productivity improvement.

[P.T.O.]



(2)

SECTION - C

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(1×15=15)

Compulsory Question.

12. CASE STUDY : JIT in Action.

A new phenomenon called 'Apparel on Demand' is slowly making its presence felt. It is an extension of JIT linking retailers and manufacturers for a just - in - time responsiveness. NaaR Clothing Inc., promoted by a young management graduate has recently ventured into the business of making reasonably priced custom jeans for women. It has partnered with many stores selling women garments. In the stores, women are electronically measured and information like colour, fabric, style, etc., are recorded. The information reaches the NaaR manufacturing facility at Ahmedabad almost immediately through a state-of-the-art information system. NaaR guarantees delivery of the custom jeans within 10 days. With the growing acceptance of jeans among the women in India, specially in the urban areas, the market for women's jeans is growing at a fast pace. NaaR with its unique business model hopes to garner a significant share of this market. The promoter of NaaR along with her top executives is confident that their concept of JIT jeans would work.

- a) Do you think NaaR's strategy would work? Why or why not? What is the importance of retailers in its business strategy?
- b) Will customers wait for 10 days to have the jeans delivered? What can NaaR do to compete on customer service if delivery takes this much time?
- c) Comment on the necessity of a robust supply chain in the context of NaaR Clothing Inc.