

III Semester M.B.A. Degree Examination, February 2016
(CBCS) (2014-15 and Onwards)

MANAGEMENT

Paper – 3.2 : Projects and Operations Management

Time : 3 Hours

Max. Marks : 70

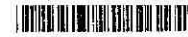
SECTION – A

Answer any five questions. Each question carries five marks. (5×5=25)

1. What do you understand by productions and operations management ? Why is efficient POM necessary in the current scenario ?
2. What is meant by scheduling ? Explain the different types of scheduling.
3. What is quality ? Mention all the quality tools.
4. What is a facility layout ? Explain its characteristics.
5. What is bench marking ? What are the different classifications of bench marking ?
6. Explain the quality trilogy as proposed by Juran.
7. An ice cream manufacturing company requires a new manufacturing plant in India. The management of the company has developed factors and weights to be used in the decision as shown below. Decide where the plant should be located.

		Scores		
Factor	Weight	Mumbai	Chennai	Delhi
Labour attitude	0.3	60	70	65
Milk quality	0.4	70	40	55
Quality of Additives	0.3	55	60	70
	1			

P.T.O.



SECTION - B

Answer **any three** questions. **Each** question carries **ten** marks.

(3×10=30)

8. What is meant by product/service design ? Explain the phases of product development.
9. Why is maintenance necessary in Production and Operations Management ? Discuss the different types of maintenance done.
10. What is project management ? What is the role played by a project manager during project implementation ?
11. The manager of a certain company that installs carpeting has tracked the output of the crew over a few weeks obtaining the following figures.

Week	1	2	3	4	5	6
Crew size	4	3	4	2	3	2
Carpet Installed In yards	960	702	968	500	696	580

Compute labour productivity for each week and mention in which week is the highest.

SECTION - C

Case Study. This Section is **compulsory**.

(1×15=15)

12. A manufacturer of pizzas and bread is having difficulty in maintaining quality standards. In India, with outlets in different states, the manufacturer finds it difficult to have the same work methods in different states, because, the temperature and the humidity varies from place to place. The management is adamant on maintaining quality standards. Their production units are well equipped, but the company is still struggling to understand Indian climate and atmosphere. You have been hired as a quality consultant. Devise quality control techniques and procedures for quality assurance for the company. You are required to quote the quality control techniques, the waste management methods and the inbound and outbound logistics for the company. Illustrate your answer with suitable flow charts.