

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

Program: MFM 2nd Sem (Batch 2018-21)

Subject: Production and Service Operations Management
(End Semester examination)

Maximum Marks: -50
Duration: 3 hours

Date: 09 April 2018

Notes:

- 1. Question 1 and 2 are compulsory**
- 2. Answer any 3 out of remaining questions QNo. 3 to QNo. 6**
- 3. Make suitable assumptions if required and state them.**
- 4. Please answer to the point. Give examples wherever applicable**
- 5. Neatness carries weightage**

Question 1 (10 Marks)

A. A manufacturer is using some raw material which is used in the production process. The raw material is procured from a local supplier. The stores has given us the following information.

Annual Demand for the raw mat= 12000 units

Cost to place an order = 10

Holding cost per unit per year = 10% of cost per unit

Days per year = 300

Lead time = 10 days

Cost per unit = 15

Calculate the Reorder Point (04 marks)

B. You have been asked as a consultant to set up a plant for the manufacturing of ceramic products (crookery items) for retail purposes. How would you go about selecting a location for such a plant ? (06 Marks)

Question 2 (10 Marks)

Write Short notes on any 2 of the following (5 marks each)

- 1) Qualitative Forecasting.**
- 2) Inventory Ordering costs.**
- 3) MRP (Materials Requirement Planing)**
- 4) Key Decisions that an Operation Manager takes**

Question 3 (10 Marks)

Under what circumstances (situations) does a company need to take a Relook of its Plant Layout ? (5)

Discuss few ways in which a Layout Design is measured in an organization. (5)

Question 4 (10 Marks)

What do understand by Total Quality Management? (05)

How do the Quality management tools help in measuring or improving the quality of an organisation's product and processes. Write about any 2 tools/techniques you have studied.

Question 5(10 Marks)

How is the Finance function linked (or related) to Production/Supply Chain function of a company? What is the significance of Purchasing in Manufacturing organisations ?

Question 6(10 Marks)

What is Service Design? (04)

Briefly discuss What are the Strengths, Weakness, Opportunities and Threats with respect to Operations in the Service Sector Business as far as Indian economy is concerned ? (06)

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