

**Production and Productivity Management**

MMM –IIInd Semester

Maximum Marks : 50  
3.0hrs

Date 09/04/2019

Time :

**Instructions:**

Question 1 is compulsory

Draw sketch/diagram wherever applicable

Question 1. Case Study - Jyoti Electronics

**(10marks)**

Jyoti Electronics - A specialty stores for consumer electronics goods designed, developed and launched a premium music system under brand '*Mikado*'. This music system was meant for elite of the Indian market.

When the first batch of '*Mikado*' hit the market, problems began cropping up. There was steady flow of complaints regarding the performance and sound quality of '*Mikado*'. The service centres that were authorized to undertake the after sales service on behalf of the company were unable to meet the customers' expectations regarding after sales service. The problems ranged from availability of spares to expertise in repairing.

The customers had expected '*Mikado*' to be of international standards because of the reputation and image of Jyoti Electronics. Very soon the dissatisfied and angry customers started writing to the CEO of the Jyoti Electronics regarding unsatisfactory performance of '*Mikado*'. The CEO called for a meeting of the different HODs of the company and discussed the matter. The outcome of the meeting was as follows:

1. The R&D department as well as the Merchandising department did not perform adequate user trial of '*Mikado*'
2. The workshops appointed for after sales-service had no expertise to repair the faults
3. Stocks of spares/ components were inadequate at the workshop.
4. The merchandising department of the company faced serious problems in terms of technological personnel. There was also an interface problem between the supplier, merchandising, the marketing, the after-sales workshops, and the warehouse personnel. Due to this, production and delivery schedules were affected
5. Quality control of materials was inadequate on the inbound side.

**Questions:**

- (a) Discuss the operational problems you see in the above case.
- (b) Explain the steps you would recommend to reinstall confidence in the customer and prop up the company's image as a brand of repute and confidence.

Question 2. Answer **(any two)**

**(10 \* 2 = 20 marks )**

2. A You are required to explore and select a site for a new paper plant. How will you decide?
2. B What are the different inventory control methods? How does the level of inventory affect the profitability of an organization?
- 2 .C. Describe the various Japanese methods/tools which are used for improving production efficiency.

Question 3 Explain briefly: **(any two)**

**(5\*2 =10 marks )**

3. A Value Analysis and its importance.

3. B Methods of forecasting?

3. C Describe the various types of Layouts and the type of industry they are used in.

Question 4. Write short notes on **(any two)**

**(5\*2 =10 marks )**

a) Method Study    b) EOQ model. c) Costs of Quality d) Capacity Planning