

K.J. Somaiya Institute of Management Studies and Research**PGDM (RM) 2018 – 20 – II TRIM****Operations Management**

Date : 12TH January 2019
3 hrs

Max Marks 50

Time duration :

Instructions: Part I: Question No 1 a & b are compulsory.
Part II : Answer any 3 questions.
Part III : Answer any 2 questions.

Part 1 (Compulsory)**(5marks each)**

- a) You have been asked as a consultant to set up a plant for the manufacturing of paper products for retail purposes. How would you go about selecting a location for such a plant?
- b) What would be the layout that you would recommend that such a plant should have and why? Also classify the plant into the type of manufacturing process it fits into.

Part II (Answer any three)**(10 marks each)**

- i) Explain briefly the different methods of forecasting.
- ii) Discuss the various strategies and the stages of new product development. How will you cut time to market for a new product?
- iii) Discuss the philosophy of JIT and the JIT tools used to increase efficiencies.
- iv) What are the various inventory control techniques? Enumerate in detail when they are used.
- v) Explain the Bullwhip effect and the different types of Supply Chains?

Part III (Answer any two)**(5 marks each)**

Write short notes on :

- a) Costs of Quality b) EOQ c) Level and chase production plans