

Trimester 1:		
Examination: TIMESPRO Programme		
Max Marks: 50	Date: 26th May 2024	Duration: 2.5 Hours
Programme code: 18 Programme: MBA for Working Executives	Class: FY	Trimester: I (Batch 2) Div-2
Name of the Constituent College: K. J. Somaiya Institute of Management		Name of the department/Section/Center: Operations
Course Code: 117P18C103	Name of the Course: Operations Management & SCM	
Instructions: 1. Answer any 5 out of the questions Q1 to Q7. 2. Make suitable assumptions if required and state them. 3. Please answer to the point. Give examples wherever applicable.		

Question No.		Max. Marks.
Q1 a.	You are a product manager for a company that manufactures packed fruit juices. The company is thinking of launching a new Juice Flavor. How would you go about doing the product development process for the same? What difficulties you may encounter therein? (5)	10
b.	How do you define capacity in an operating system? Explain the various capacity augmentation methods by citing suitable examples. (5)	
Q2 a.	What are some of the roles and responsibilities of an operations manager in a modern hospital? Briefly state the key decisions the Operations Manager would make to run the hospital. (5)	10
b.	What are the different types of layouts? How should an organisation decide on which layout to choose? Identify an appropriate layout for each of the following situations. (5) <ul style="list-style-type: none"> i. A manufacturer of garments for Van Heusen ii. Gear manufacturing iii. Modern automobile manufacturing iv. A manufacturer of large turbines for power sector applications 	
Q3 a.	What do you mean by process analysis? Why should organisations conduct process analysis? (5)	10
b.	Explain the concepts of Bill of Materials (BOM). How does the BOM help run the Material Requirement Planning (MRP)? (5)	
Q4 a	Define the term supply chain management in your own words. Can a small	10

b.	business like a local sandwich or bicycle shop benefit from practising supply chain management? What should they concentrate on? (5) Explain the process of production planning in an organisation, i.e. the Sales & Operations Planning (S& O P) process (5)																									
Q5 a.	You have been asked as a consultant to set up a facility to manufacture Notebooks and Diaries (to be sold through various retail stores). What factors would you consider for selecting a location for such a facility? (5)	10																								
b.	PQR Tubes Ltd manufacture picture tubes for T.V. The following are the details of their operations during the current financial year. Annual demand is 5000 tubes. Ordering cost (per order) Rs 100 Inventory carrying cost (per annum) 20%. Cost of tubes (per tube) Rs 500 Assume 50 weeks a year, find out the Economic Order Quantity (EOQ), the number of orders per annum, the holding costs, and the ordering costs.																									
Q6 a.	What factors influence process choices, and explain the relation between them? (5)	10																								
b.	A. The following gives the number of pints of type B blood used at Super Hospital: <table border="1"><tr><td>Year</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>Demand</td><td>7</td><td>9</td><td>5</td><td>9</td><td>13</td><td>8</td><td>12</td><td>13</td><td>9</td><td>11</td><td>7</td></tr></table> Based on the above information, answer the following questions (5) i) Forecast the demand for the 12 th year using a 3-year moving average. ii) Forecast the demand for the 12 th year using a 3-year moving average with weights of .1, .3, and .6, using .6 for the most recent year.	Year	1	2	3	4	5	6	7	8	9	10	11	Demand	7	9	5	9	13	8	12	13	9	11	7	
Year	1	2	3	4	5	6	7	8	9	10	11															
Demand	7	9	5	9	13	8	12	13	9	11	7															
Q7	Write short notes on any 2 of the following (5 marks each) A. ABC classification of inventory B. Location Factor Rating Model C. Forecasting - dependent v/s independent demand D. The three capacity build-up modes.	10																								