

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**Program: MHRDM 2<sup>nd</sup> Sem (Batch 2017-20)**

**Subject: Production and Productivity Management**  
**(End Semester examination)**

**Maximum Marks: 50**  
**Duration: 3 hours**

**Date: 10th April 2018**

**Notes:**

- 1. Question 1 and 2 are compulsory**
- 2. Answer any 3 out of remaining questions QNo. 3 to QNo. 6**  
**Qno.3 has an internal option.**
- 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. Briefly discuss the enabling role Human Resources (HR) can play in Production/Supply Chain in Indian industries. (06 Marks)**

**Question 2 (10 Marks)**

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

- 1) Role of Technology in operations strategy**
- 2) Importance of Inventory for a business.**
- 3) Factors that have led to globalization of locations**
- 4) Distinguishing Features of a service business**

**Question 3 ( 10 Marks)**

**What are the factors that influence process choices and explain the relation in between them.**

**OR**

**What is Product Development? How does Operations Management address the issue of Innovation? Support your answer with any one example of innovation in the Indian context.**

**Question 4 ( 10 Marks)**

**What do you understand by the philosophy of Total Quality Management? (07)  
Take any Service Business. What could be the features (or dimensions) of Quality in such a Service business? (03).**

**Question 5( 10 Marks)**

**Discuss the Water Flow Analogy of JIT, and how it applies to a manufacturing organization..**

**Question 6( 10 Marks)**

**What is the need for supply chains in modern businesses? How does supply chain provide competitive advantage?**

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