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**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR**  
(AUTONOMOUS)

**MBA I Year II Semester Regular Examinations May 2019**  
**OPERATIONS MANAGEMENT**

Time: 3 hours

Max. Marks: 60

(Answer all Five Units **5 x 10 = 50** Marks)**UNIT-I**

- 1 a Define operations management and explain its functions. 5M  
b Distinguish between product design and process design. 5M

**OR**

- 2 Discuss new product development process with a suitable example. 10M

**UNIT-II**

- 3 a Sketch the principles of good plant layout. 5M  
b What are the minimum required facilities for a good layout? 5M

**OR**

- 4 Explain the merits and demerits of product and process layouts. 10M

**UNIT-III**

- 5 Define scheduling .and explain various factors affecting of scheduling. 10M

**OR**

- 6 a Distinguish between production planning and control. 5M  
b What are the methods of production control? 5M

**UNIT-IV**

- 7 a Why do we conduct work study to increase productivity? 5M  
b Critically examine method study procedure. 5M

**OR**

- 8 What do you mean by work measurement? And explain its needs. 10M

**UNIT-V**

- 9 Elucidate various productivity management techniques. 10M

**OR**

- 10 Describe productivity engineering and its elements. 10M

**SECTION – B**

(Compulsory Question)

**11. Case Study****1 x 10 = 10** Marks

**JIT in Action:** A new phenomenon called „Apparel on Demand“ is slowly making its presence felt. It is an extension of JIT linking retailers and manufacturers for a just-in-time Responsiveness. NAAR Clothing Inc., promoted by a young management graduate has recently ventured into the business of making reasonably priced custom jeans for women. It has partnered with many stores selling women garments. In the stores, women are electronically measured and information like colour, fabric, style, etc., are recorded. The information reaches the NAAR manufacturing facility at Ahmadabad almost immediately through a state-of-the-art information system. NaaR guarantees delivery of the custom jeans within 10 days. With the growing acceptance of jeans among the women in India, especially in the urban areas, the market for women’s jeans is growing at a fast pace. NAAR with its unique business model hopes to garner a significant share of this market. The promoter of NAAR along with her top executives is confident that their concept of JIT jeans would work.

**Questions:**

- (a) Do you think NAAR’s strategy would work? Why or why not? What is the importance of retailers in its business strategy?  
(b) Will customers wait for 10 days to have the jeans delivered? What can NAAR do to compete on customer service if delivery takes this much time?  
(c) Comment on the necessity of a robust supply chain in the context of NAAR Clothing Inc.

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