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**EXECUTIVE MBA
(EXMBA)
Term-End Examination
December, 2013**

MCT-060 : OPERATION MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. (a) What factors accounts for the resurgence of interest in Operation Management today ? 10
(b) Describe historical development of Operation Management. 10
2. (a) Why does the "proper" operation strategy keep changing for companies that are world-class competitors ? 10
(b) What are the major priorities associated with operations strategy ? How has their relationship to one another changed over the years ? 10
3. (a) What is the difference between dependent and independent demand ? 10
(b) Describe the strongest selling points of focused forecasting. 10
4. (a) How the production volume affects break-even analysis ? 10
(b) What kind of layout is used in a physical fitness centre ? 10

5. (a) Which are the industries, where Material Requirement Planning (MRP) can be used ? What are expected benefits of MRP ? 10
- (b) Describe, role of inventory management in operation management. 10
6. (a) What are characteristics of efficient, responsive, risk-hedging and agile supply chain ? 10
- (b) Describe how outsourcing works. Why would a firm want to out ? 10
7. (a) Distinguish between a job shop, a GT cell and a flow shop ? 10
- (b) Why is managing bottlenecks so important in job-shop scheduling ? 10
8. (a) A parcel delivery company delivered 103,000 packages in 2004, when its average employment was 84 drivers. In 2005, the firm handled 112,000 deliveries with 96 drivers. What was the percentage change in productivity from 2004 to 2005 ? 10
- (b) Comment, "Rhythm is fine for dancing, but it has no place on the shop floor". 10
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