

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

Term-End Examination

June, 2012

MCN-045 : OPERATIONS MANAGEMENT

00801

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. (a) List and explain the competitive dimensions in operations. 10
- (b) Describe historical development Summary in Operation Management. 10
2. (a) What is strategic fit ? How operations strategy is different in services ? 10
- (b) What should be the criteria for management to adopt a particular performance measure ? 10
3. (a) Discuss the product design philosophy behind industrial design and design for manufacture and assembly. Which one do you think is more important in a customer-focused product development ? 10
- (b) Explain how having more work-in-process inventory can improve the efficiency of a process ? How can this be bad ? 10

4. (a) List and explain the types of processes in detail. 10
- (b) What is the objective of assembly-line balancing ? How would you deal with the situation where one worker, although trying hard, is 20 percent slower than the other 10 people on a line ? 10
5. (a) How have price and variety competition changed McDonald's basic formula for success ? 10
- (b) What is the major cost trade-off that must be made in managing waiting line situation ? 10
6. (a) Discuss Six-Sigma's role and responsibility for quality management. 10
- (b) What are some reasons for a plant to maintain a capacity cushion ? How about a negative capacity cushion ? 10
7. (a) Under which conditions would a plant manager elect to uses fixed order quantity model as opposed to a fixed-time period model ? What are the disadvantages of using a fixed-time period ordering system ? 10
- (b) What are the sources of demand in an MRP system ? Are these dependent or independent, and how are they used as inputs to the system ? 10
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