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MFW-033

M.Sc. FOOTWEAR TECHNOLOGY (MSCFWT)

Term-End Examination

June, 2015

00165

MFW-033 : PRODUCTIVITY AND PRODUCTION AND OPERATION MANAGEMENT

Time : 3 hours *Maximum Marks : 70*

Note : *Attempt any* ***seven*** *questions. All questions carry equal marks.*

1. Draw and discuss the role of product life cycle with the formation and change of strategy adopted by the organisations in case of tangible product. You may take any example for the purpose of explanation. *10*

2. What important factors will you consider for the selection of plant and site for the following ? *10*

   (a) Iron and Steel plant

   (b) T.V. Manufacturing plant

   (c) Petrol Refinery

   (d) Insole, Toe puff, Sole making plant

3. What are the independent and dependent demands ? How do they influence the forecasting of the organization ? *10*

4. What is trend correction ? How is it carried out in the case of exponential smoothening ? *10*

5. What are the ten important operational areas for strategic decisions which shall be considered for the formulation of operational strategy ? Write point-wise answer with one suitable example of each area. *10*

6. A company is having high rate of rejection in the assembly line of the shoe. During investigations it was found that the leather bonding was not taking place. What could be the cause and how will you proceed with analyzing the defect ? *10*

7. What are the different types of inventories normally present in the manufacturing organization ? Give one or two examples of each. *10*

8. Write short notes on any ***four*** of the following : *10*

   (a) Role of productivity in the operation management

   (b) Product differentiation strategy

   (c) Pricing strategy

   (d) Use of break-even analysis for site selection

   (e) MAD

   (f) Difference between service and production strategy

9. How does a good plant layout help to improve productivity ? Why are some industries located near the source of raw material, whereas some prefer to be near the market of finished goods ? *10*