

Register No.: ..... Name.: .....

## SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

### SECOND SEMESTER MBA DEGREE EXAMINATION (S), SEPT 2022 (2020 Scheme)

Course Code : 20MBA108

Course Name: Operations Management

Max. Marks : 60

Duration: 3 Hours

#### PART A

*(Answer all questions. Each question carries 2 marks)*

1. Identify at least two differences between Cellular layout and Process layout.
2. Identify the two components of Cost of Quality with specific examples in a Juice manufacturing plant.
3. Discuss the concept of reverse logistics.
4. List out any two inputs and outputs of aggregate plan?
5. TIMWOODS is an acronym for waste in Lean: -What does it represent?

#### PART B

*(Answer any 3 questions. Each question carries 10 marks)*

6. 'Operations strategy can reflect an organizations relative importance of operations priorities' Discuss; Also evaluate the idea of tradeoff in operations strategy?
7. What are the measures of forecast accuracy? What could be the reasons for nonperformance of a forecast?
8. "Operations managers need to focus on effective capacity of operations" What is effective capacity and discuss the factors that influence effective capacity
9. What are the reasons and remedies for Bull whip effect?
10. "Organizations can implement lean by relying on a variety of tools" Identify with examples at least five such tools

#### PART C

*(Compulsory question, the question carries 20 marks)*

11. A supplier of insulators is negotiating a contract with a customer. The supplier has offered the below discount structure.

Order quantity	Unit price in USD
1-239	20
240-599	19.5
$\geq 600$	18.75

Given the below additional data.

- a) Annual demand 1000
- b) Ordering cost 30\$/Order
- c) Holding cost is 30% of purchase cost.

- (1) Compute EOQ at different ranges. 10 Marks
- (2) Compute lowest total cost at different buying options. 5 Marks
- (3) What would be the final decision if the goal is to minimize total cost? 5 Marks

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