

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA PART TIME - SEMESTER-III EXAMINATION – WINTER 2020****Subject Code:4539902****Date:07/01/2021****Subject Name:Production and Operations Management (POM)****Time:10:30 AM TO 12.30 PM****Total Marks: 47****Instructions:**

1. Attempt any two questions from Q1 to Q4.
2. Q5 & Q6 are compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

Q. No.	Question Text and Description		Marks
Q.1	Explain following terms:		06
	(a)	1. Buffer stock 2. PERT 3. Kanban.	
	(b)	1. Operations management 2. Process capability ratio 3. TQM	06
Q.2	(a)	Explain different types of layout. Also differentiate between product layout and process layout?	06
	(b)	Describe and explain assumptions and limitation of Critical Path Method.	06

Q.3	(a)	Write a note on ISO 9000 and other ISO series.	06																																	
	(b)	What is Economic order quantity? Mention in details regarding inventory management and economic ordering with Safety stock Management.	06																																	
Q.4	(a)	For following activities in a project management, Draw network diagram find out critical path.	06																																	
		<table border="1"> <thead> <tr> <th>Activity</th> <th>Duration (Days)</th> <th>Predecessor</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>2</td> <td>-</td> </tr> <tr> <td>B</td> <td>3</td> <td>-</td> </tr> <tr> <td>C</td> <td>4</td> <td>-</td> </tr> <tr> <td>D</td> <td>1</td> <td>A</td> </tr> <tr> <td>E</td> <td>2</td> <td>B</td> </tr> <tr> <td>F</td> <td>5</td> <td>B</td> </tr> <tr> <td>G</td> <td>7</td> <td>C</td> </tr> <tr> <td>H</td> <td>2</td> <td>D,E</td> </tr> <tr> <td>I</td> <td>3</td> <td>F, G</td> </tr> <tr> <td>J</td> <td>1</td> <td>H,I</td> </tr> </tbody> </table>	Activity	Duration (Days)	Predecessor	A	2	-	B	3	-	C	4	-	D	1	A	E	2	B	F	5	B	G	7	C	H	2	D,E	I	3	F, G	J	1	H,I	
Activity	Duration (Days)	Predecessor																																		
A	2	-																																		
B	3	-																																		
C	4	-																																		
D	1	A																																		
E	2	B																																		
F	5	B																																		
G	7	C																																		
H	2	D,E																																		
I	3	F, G																																		
J	1	H,I																																		
	(b)	Define operations management. Describe input-transformation-output relationship in an automobile factory, a restaurant, hospital, and a College.	06																																	

GTUQuestionPaper.com

Q.5		<b>CASE STUDY: PROJECT DELAYS</b>  The Assam Gas Cracker Project conceived as part of the Assam Accord signed in 1985 is yet to see the light of the day. It has been plagued by a host of problems starting from location to economic viability. Originally planned at Tengakhat, it was later shifted to a place called Lepetkata. The project is now being implemented by GAIL (a Government of India enterprise) as the lead promoter (70% share) with another public enterprise OIL (20% share) and the Government of Assam as minor partners. GAIL had to be brought in after India's largest private sector enterprise Reliance Industries backed out of the project saying that it was economically unviable. The land acquisition for the project (as of mid-2008) is yet to be completed and there is still a lot of uncertainty regarding the availability of raw materials for production. In the meantime, the project cost has spiraled many times over to INR 50 billion, which is likely to go up further.	
	(a)	Discuss the importance of Project Management in the light of the above situation.	06
	(b)	Why do projects suffer from time and cost overruns?	05
		<b>OR</b>	
Q.5	(a)	As a project manager employed with GAIL, what would be your line of action to see to it that the project is not delayed any further?	06
	(b)	How you see this case? Describe in short summary form.	05
Q.6		<b>CASE STUDY: JIT IN ACTION</b>  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 Ahmedabad 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, specially 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.	
	(a)	Do you think NaaR's strategy would work? Why or why not?	06
	(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?	06
		<b>OR</b>	
Q.6	(a)	What is the importance of retailers in its business strategy?	06
	(b)	Comment on the necessity of a robust supply chain in the context of NaaR Clothing Inc.	06

\*\*\*\*\*