

Roll No.

56024

MBA 2 Year 2nd Semester (NS) 2011

Examination – May, 2013

OPERATIONS AND SUPPLY CHAIN MANAGEMENT

Paper : MBA-204

Time : Three hours] [Maximum Marks : 80

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard, will be entertained after examination.

Note : The question paper is divided in two sections. **Section 'A'** comprising *eight* short answer type questions (carrying two marks each, which are *compulsory*. Answer to each question should not exceed 50 words normally) **Section 'B'** comprising 8 questions (2 questions from each Unit). The students are required to attempt *four* questions selecting one question from each Unit. All questions will carry equal marks.

SECTION – A

1. Short Answer Type Questions :

- (i) Distinguish between upstream and downstream firms in a supply chain.

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- (ii) What are the three primary objectives of an operations and supply chain strategy?
- (iii) Discuss in brief different types of layouts.
- (iv) What do mean by JIT and where it is used?
- (v) What do you mean by global optimization in logistics?
- (vi) What are economic and services benefits of warehousing?
- (vii) Write short note on e-procurement.
- (viii) Discuss social issues in supply chain management.

SECTION – B

UNIT – I

2. Describe the four generic performance dimensions of operations and supply chain activities and discuss four stages of operations and supply chain alignment with business strategy.
3. What are the laws of forecasting and what are their implications for operations and supply chain managers? Describe the mechanics of three qualitative forecasting techniques and compare their strengths and weaknesses.

UNIT – II

4. What do you mean by Total Cost of quality how they are related.

5. A company is setting up an assembly line to produce cellular telephones. They intend to use line balancing with the longest-task-time heuristic. They know the demand per hour is 40 phones and the productive time per hour is 54 minutes. Displayed below is the data they have collected regarding task precedence and times (in minutes):

| Task | Tasks that must immediately precede | time to perform task (min) |
|------|-------------------------------------|----------------------------|
| A | -- | .40 |
| B | A | 1.20 |
| C | A | .90 |
| D | B | .70 |
| E | B | .60 |
| F | C | .35 |
| G | D, E | 1.00 |
| H | F, G | .80 |
| I | H | .50 |

Calculate the cycle time, theoretical minimum number of workstations and percentage of utilization.

UNIT - III

6. Discuss in detail Logistical operation in supply chain management and explain logistics strategy and decision models.

7. Write a detailed note on future trends in supply chain management with special reference food processing industry in India?

UNIT – IV

8. Discuss in detail the process, trends and strategies of procurement and also discuss e-procurement in today's supply chain organizations.
9. Write detailed note on Relationship development in supply chain management.
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