



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

	SUMMER-2023		
	Exam Seat No.:		
	Academic Year:2022-2023	Semester:II	
	Name of Programme:MBA	Pattern:2022	
	Name of Course:Operations Management	Course Code:MBA22 2 04	
	Max. Marks:60	Duration:2.50	

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains __3__ page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question
6. Solve Sub Questions (a) OR (b) and (c) OR (d) and (e) OR (f)

Question No. 1 Attempt following Question

- 1a) The actual demand data of four-wheelers from Jan 23 to March 23 will be 500, 750, and 900 respectively. Calculate the Forecast of April 23, May 23 & June 23 using the Moving Average Method. Draw a table showing the same. (6) 1

Question No. 2 Attempt following Question

- 2a) Discuss the Role, Purpose and Objectives of Demand Management. (6) 2

Question No. 3 Attempt following Question

- 3a)) The following details are available regarding the list of activities in the publication of a book. (10) 3

Activity	Predecessor	Time
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A	-	3
B	-	3
C	A,B	10
D	A,B	7
E	A,B	5
F	E	3
G	D,F	5
H	D,F	8
I	C,G,H	2
J	I	4

Find the critical path, and the earliest time when the book will be ready for distribution.

OR

3b)

The below table gives the list of various activities involved in a project, their immediate predecessor and normal time in days.

Activity	Predecessor	Time
A	-	9
B	-	2
C	A,B	2
D	A	7
E	C,D	5
F	E	4
G	E	2
H	C,D	5
I	F,G	6
J	I,H	1

(10) 3

Find the critical path, and the earliest time.

3c) What is Production, Planning & Control? Draw a neat diagram of PPC process. (3) 3

OR

3d) Define the Level Strategy, Chase Strategy and Hybrid Strategy of Aggregate Planning. (3) 3

3e) Analyse the 1) Demand time fence and 2) Planning time fence in a Master Production Schedule. (3) 3

OR

3f) Write a short note on Scheduling in Operations Management. (3) 3

Question No. 4 Attempt following Question

4a) A manufacturing company places a semi-annual order of 24,000 units at a price of \$20 per unit. Its carrying cost is 15% and the order cost is \$12 per order. Calculate the EOQ and number of orders to be placed. (6) 4

OR

4b) ABC Ltd. uses EOQ logic to determine the order quantity for its various components and is planning its orders. The Annual consumption is 80,000 units, Cost to place one order is Rs. 1,200, Cost per unit is Rs. 50 and carrying cost is 6% of Unit cost. Find EOQ, Number of orders per year. (6) 4

4c) What is Lean Manufacturing? Explain Muda, Mura and Muri. (5) 4

OR

4d) What is Kaizen? Explain the PDCA cycle in detail with a diagram. (5) 4

4e) JIT, Just In Time is very important for Inventory Management in Lean Manufacturing. Discuss. (5) 4

OR

4f) Elaborate DMAIC method of Six Sigma. (5) 4

Question No. 5 Attempt following Question

5a) Explain the Bullwhip effect, and its Causes with examples and diagram. (5) 5

OR

5b) Describe the relationship between customer service and supply chain performance with special reference to availability, service reliability and perfect order. (5) 5

5c) Discuss the Nature, Objectives and Scope of Supply Chain Management. (5) 5

OR

5d) Give the meaning of Supply Chain Collaboration and why it is important in today's business scenario? (5) 5

5e) Faster cash-to-cash conversion improves the velocity of inventory flow in supply chain, which in turn improves performance of supply chain. Do you agree? How? (6) 5

OR

5f) Transportation and Information can act as enablers for customer satisfaction in supply chain. Explain how? (6) 5