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20MBA302

Third Semester MBA Degree Examination, Feb./Mar. 2022

Technology and Operational Strategy

Time: 3 hrs.

Max. Marks:100

Note: 1. Answer any FOUR full questions from Q.No.1 to 7.

2. Q.No. 8 is compulsory.

- 1 a. Define the term Operations Management. (03 Marks)
b. Explain the difference between Production and Operations management. (07 Marks)
c. Brief about the contributions of Management Guru's in production and operations management. (10 Marks)
- 2 a. What is Industry 4.0? (03 Marks)
b. What is process mapping? Explain the benefits of business process mapping. (07 Marks)
c. Explain the process of flowchart and its types with neat diagrammatic representation. (10 Marks)
- 3 a. Define the concept Lean Manufacturing. (03 Marks)
b. Classify the types of waste in lean operation according to TPS. (07 Marks)
c. Write a brief note on fishbone diagram and its types with flowchart. (10 Marks)
- 4 a. What is JIT? (03 Marks)
b. How 5 'S' technique is used in eliminating waste? (07 Marks)
c. Explain the concept production system and its types. (10 Marks)
- 5 a. Define the term Total Quality Management. (03 Marks)
b. Explain eight important elements of TQM. (07 Marks)
c. Examine the steps required for a successful lean six sigma implementation. (10 Marks)
- 6 a. What is QFD? (03 Marks)
b. What is benchmarking? Explain the process of benchmarking. (07 Marks)
c. Explain the concept house of quality and advantages of it. (10 Marks)
- 7 a. What is DMAIC? (03 Marks)
b. What is the role of Quality Circle in TQM? (07 Marks)
c. Explain ISO 9000. What are ISO 9000 principles? (10 Marks)

8 Case Study (Compulsory) :

Tata motor was so confident about nano, they thought this is going to be a massive success. But it fails and become one of the most disaster product in the history of marketing. Tata nano projects itself as the world's cheapest car which is used for promotion and marketing over all India completely disrupt its image. Despite the low price, every one hesitates to buy because of the fire. Now safety is the main concern for everyone. Meanwhile competitor line Alto 800, Maruti 800, Indica etc. also lower the prices, people call it a nano effect. People mind set, "Low price means Low quality." Tata stopped its nano production and from 2020 it could be discontinued forever.

- a. Analyse the reason for the failure of TATA NANO car with the help of Fishbone Diagram. Cause and Effect relationship. (10 Marks)
- b. Choose which is opt (5M1E, 8P and 4S systems) and justify it for the above case. (10 Marks)

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