20MBA302

Third Semester MBA Degree Examination, June/July 2023
Technology and Operational Strategy

Time: 3 hrs.　　　　　　　　　　　　　　　　　　　　　　　　Max. Marks:100

Note: 1. *Answer any FOUR full questions from Q.No.1 to Q.No.7.*
2. *Question No. 8 is compulsory.*

1　a. Write the meaning and definition of operations management.　　**(03 Marks)**
　　b. Difference between production and operations management.　　**(07 Marks)**
　　c. Describe the roles and functions of an Operations Manager.　　**(10 Marks)**

2　a. What is process mapping? Give some examples of UML symbols used.　　**(03 Marks)**
　　b. What is Lean Manufacturing? Briefly explain the Lean Manufacturing principles.　　**(07 Marks)**
　　c. Write short notes on Industry 4.0.　　**(10 Marks)**

3　a. What do you mean by supply chain "KEIRETSU"?　　**(03 Marks)**
　　b. Explain the "5S" technique of eliminating waste.　　**(07 Marks)**
　　c. Describe Batch and Continuous Production Systems.　　**(10 Marks)**

4　a. What do you mean by Six Sigma?　　**(03 Marks)**
　　b. Briefly explain the process of Benchmarking.　　**(07 Marks)**
　　c. What are the different types of waste broadly classified by Toyota? Explain.　　**(10 Marks)**

5　a. What is zero defects?　　**(03 Marks)**
　　b. Explain the Deming's contribution to Operations Management.　　**(07 Marks)**
　　c. Explain the Toyota Production system namely JIDOKA and POKA YOKE.　　**(10 Marks)**

6　a. What is Quality Circle?　　**(03 Marks)**
　　b. Briefly explain Taguchi quality Loss function with the help of a neat diagram.　　**(07 Marks)**
　　c. Write short notes on Eight Building blocks of TQM.　　**(10 Marks)**

7　a. What is Quality Function Deployment (QFD)?　　**(03 Marks)**
　　b. Explain Lean Operations and JIT.　　**(07 Marks)**
　　c. Explain ISO 9000 and ISO 14000 Quality Standards.　　**(10 Marks)**

8　Explain the fish bone diagram and cause and effect relationship using 5M, 8P and 4S systems. Also suggest its application for the type of industry each of the system suits best.
　　(20 Marks)

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