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SNS College of Technology, Coimbatore-35.

(Autonomous)

Internal Assessment - II
Academic Year 2022-2023 (Even)

Second Semester

Department of Management Studies

23BAT613– Operations Management

Time: 1 ½ Hours

Maximum Marks: 50

Answer all the questions

CO Mark Leve
s I**PART A** – (5 * 2 Marks = 10 Marks)

- | | | | | |
|---|---|----|---|---|
| 1 | Define the term Capacity Constrained Resources. | CO | 2 | R |
| . | | 2 | | |
| 2 | Spell out the term Synchronous Manufacturing. | CO | 2 | R |
| . | | 2 | | |
| 3 | List out major tools required for developing capacity planning. | CO | 2 | R |
| . | | 3 | | |
| 4 | Extend the meaning of Managing Vendors in Value Chain. | CO | 2 | U |
| . | | 3 | | |
| 5 | Tell about Strategic Sourcing. | CO | 2 | R |
| . | | 3 | | |

PART B – (2 * 13 Marks = 26 Marks)

(1* 14 Marks = 14 Marks)

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|---|---|----|----|----|
| 6 | a. The ABC Fun Novelty Company buys 80,000 shipping container per year. Price of each container is Rs 0.40 cost of purchase is Rs. 80/per order. Bank rate of interest is 15% including a charge for taxes and insurance. Find EOQ. | CO | 13 | An |
| . | | 2 | | |
| | (or) | | | |
| b | From the following data draw PQR analysis graph after classifying P, Q and R items. | CO | 13 | An |
| . | | 2 | | |

Item Code	Unit Price	Annual Consumption (in Units)
1	200	3000
2	4	55000
3	1500	20
4	13	200
5	8	350
6	30	5400
7	400	40
8	675	250

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|---|--|----|----|---|
| 7 | a. Explain in detail capacity planning tools and develop a capacity plant for newly startup of electric vehicle plant and relate with real time example. | CO | 13 | U |
| . | | 3 | | |

(or)

- | | | | | |
|---|--|----|----|-----|
| b | Explain the concept of production planning and prepare the production planning for Automobile Industry with suitable examples. | CO | 13 | U |
| . | | 3 | | |
| 8 | a. Case Study:
In 2015, Telco announced that it planned to build a car which would be priced close to the Maruti 800, shaped like the Zen, and spacious as an Ambassador. Producing the new small car – Indica – represented a different kind of challenge for Telco. Should Tata succeed, he would change the face of Telco As a truck-maker, Telco was so integrated that it even made it own castings and forgings. As an automaker, it would have to focus on the value chain that stretched between raw materials and after-sales service as well as assembling the parts into the complete automobile. For its new venture, Telco outsourced 80% of the components (1,200 of its 1,500-plus parts), from 200-odd vendors. To develop the Indica, Telco had to combine the learning from its predecessors with its own unique supply chain management strategies to ensure a sustainable low-cost platform By learning to build and manage a supply chain, it would set the ground for leveraging the capabilities of the automotive component-manufacturers who already operated in its target markets. In other words, Telco planned to use its skills as an integrator bringing together products and services from both upstream and downstream operations, and packaging them for the customer under a brand name in its new venture. Globally, a car could be built in 48 months with an investment of US \$ 3 billion (Rs 127.5 billion). Indica was built in 31 months on a budget of Rs 17 billion. This seemed to have been possible by focusing on the supply chain.`
Discuss the steps taken by the company to keep its product development at low cost. | CO | 14 | An |
| . | | 3 | | |
| | (or) | | | |
| b | Develop the SOP for Street Vendor pertaining to Vegetable Market in your locality. | CO | 14 | App |
| . | | 2 | | |

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