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SNS College of Technology, Coimbatore-35.

(Autonomous)

Internal Assessment - III

Academic Year 2023-2024 (Even)

Second Semester

Department of Management Studies

23BAT613 – Operations Management

Time: 1 ½ Hours

Maximum Marks: 50

A

Answer all the questions

CO

Level

PART A – (5*2 Marks = 10 Marks)

- | | | | |
|----|--|------|---|
| 1. | Define 'Process Design' in the context of manufacturing. | CO 4 | R |
| 2. | What is the primary objective of Facility Layout design? | CO 4 | R |
| 3. | How would a company apply Value Analysis to reduce the cost of a high-volume product without compromising quality? | CO 5 | R |
| 4. | How can decentralized purchasing contribute to faster decision-making in a multinational corporation? | CO 5 | R |
| 5. | In what way can Value Analysis help in enhancing the sustainability of a product? | CO 5 | R |

PART B

(2*13 Marks = 26 Marks & 1*14 Marks = 14 Marks)

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|----|---|------|----|
| 6. | a) Examine the key phases of the Product Development process and explain how each phase contributes to the overall success of a New Product. | CO 4 | An |
| | or | | |
| | b) Analyze the Stage-Gate approach to Product development. How does it help in managing risks and ensuring quality in New Product introductions? | CO 4 | An |
| 7. | a) Classify the concept of Value Analysis and its application in the purchasing function. How does value analysis contribute to cost reduction and Product improvement? | CO 5 | An |
| | or | | |
| | b) Analyze the key factors involved in the selection of vendors. How does vendor selection influence the supply chain efficiency and product quality? | CO 5 | An |

8. a) Dell Inc., a global technology company, is known for its innovative supply chain and manufacturing strategies. Facing intense competition in the PC market, Dell needed to enhance its manufacturing flexibility and responsiveness to rapidly changing customer demands. Following are the challenges faced by Dell Inc.,

CO 4

An

1. Fluctuating demand and short product life cycles in the technology sector.
2. Increasing competition from other PC manufacturers.
3. The need to offer customized products to meet diverse customer preferences.

How does fluctuating demand and short product life cycles in the technology sector impact Dell's manufacturing processes?

or

b) Motorola, a global leader in telecommunications, is widely recognized for pioneering the Six Sigma quality improvement methodology in the 1980s. Faced with increasing competition and the need to improve product quality and operational efficiency, Motorola introduced Six Sigma to enhance its processes and deliver better products to its customers. Following are the challenges faced by Motorola,

CO 5

An

1. High defect rates in manufacturing processes.
2. Increasing customer complaints and warranty costs.
3. The need to reduce operational costs while improving quality.
4. A competitive market demanding continuous innovation and excellence.

What were the primary challenges Motorola faced that led to the adoption of Six Sigma?

*Abbreviations: CO: Course Outcome, R: Remember, U: Understand, APP: Apply, An: Analyze, E: Evaluate, C: Create

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