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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**

**B**

**Answer all the questions**

**CO**

**Level**

**PART A – (5\*2 Marks = 10 Marks)**

- |    |   |      |   |
|----|---|------|---|
| 1. | How does the Stage-Gate approach enhance the product development process?                                     | CO 4 | R |
| 2. | How can Gantt charts assist project managers in planning and scheduling tasks?                                | CO 4 | R |
| 3. | What are the advantages of a centralized purchasing organization?   | CO 5 | R |
| 4. | In what way can value analysis contribute to Product Innovation?  | CO 5 | R |
| 5. | What is the primary advantage of using a flexible manufacturing system (FMS) in a dynamic market environment? | CO 5 | R |

**PART B**

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

- |    |    |  |      |    |
|----|----|--|------|----|
| 6. | a) | Infer the role of modern Tools and Technologies in enhancing the efficiency of the Product Development process. Provide examples of specific tools and their applications.     | CO 4 | An |
|    |    | (or)   |      |    |
|    | b) | Classify the significance of Process Design in Product development. How can an optimized process design lead to better product outcomes?                                       | CO 4 | An |
| 7. | a) | Inspect the strategic role of the Purchasing function in an organization. How does effective purchasing contribute to overall business performance and competitiveness?        | CO 5 | An |
|    |    | (or)   |      |    |
|    | b) | List the criteria and processes involved in the selection of materials for manufacturing. How do material choices impact the final product and the overall production process? | CO 5 | An |

8. a) Procter & Gamble (P&G), a multinational consumer goods corporation, utilizes the Stage-Gate process extensively in its new product development (NPD) initiatives. The Stage-Gate framework allows P&G to systematically manage and evaluate new product ideas from inception to market launch, ensuring alignment with strategic goals and maximizing the chances of market success. Following are the challenges faced by P & G,

CO 4

An

1. P&G operates in highly competitive markets with rapidly changing consumer preferences.
2. The need to innovate continuously to maintain market leadership and respond to evolving customer demands.
3. Efficient resource allocation and risk management across diverse product categories.

What role does continuous innovation play in P&G's use of the Stage-Gate process to maintain market leadership?

or

b) Toyota's successful implementation of Value Analysis illustrates its commitment to delivering high-value products that meet customer expectations while maintaining cost efficiency and sustainability. By integrating VA principles into its operations, Toyota continues to innovate and lead in the global automotive industry, demonstrating the enduring benefits of value-focused strategies in achieving business excellence. Briefly explain the concept of Value Analysis (VA) and Highlight Toyota's emphasis on understanding customer needs and preferences to enhance product value while controlling costs.

CO 5

An

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

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**Course Faculty**  
Ms.A.Hanis Sultana

**Teaching Coordinator**  
Ms.S.D.Shamini

**HOD / MBA**  
Dr.P.Krishnaveni

