



MBA 115

III Semester Master of Business Administration Examination, August 2011
OPERATIONS RESEARCH

Time : 3 Hours

Max. Marks : 80

SECTION – A

(5×6=30)

All questions are **compulsory**. **Each** question carries **equal** marks.

1. Define Purchase Systems.
2. Write a note on Plant Layout Planning.
3. Write a note on Quality ? Explore the relationship between Quality and Cost.
4. Write a note on Capacity Planning.
5. Write a note on Enterprise Resource Planning (ERP).

SECTION – B

(10×5=50)

Attempt **any five** questions. **Each** question carries **equal** marks.

6. What is Operations Management and how is it different from Production Management ? Write a short note on the evolution (history) of Operations Management.
7. Discuss the nature and scope of operations management in terms of production decisions.
8. List few circumstances which can force a change in the Location of a manufacturing facility. What are some of the factors that must be taken into account when deciding on a new Facility Location ?

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9. Write a note on Acceptance Sampling.
 10. What is the difference between Design Capacity and Effective Capacity ? List some alternative strategies that can be used for short-term capacity modification.
 11. Discuss in brief how do you organize value engineering function in an electronic industry.
 12. What are the common objectives of the purchasing function ?
 13. What are the features of a Process Layout ? What are the advantages of a Process Layout over a Product Layout ?
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