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School of Business
Bachelor of Business Administration
Mid Term Examination - May 2024

Duration : 90 Minutes
Max Marks : 50

Sem II - D1UA204T - Production and Operations Management

General Instructions

Answer to the specific question asked

Draw neat, labelled diagrams wherever necessary

Approved data hand books are allowed subject to verification by the Invigilator

- 1) Explain exponential smoothing with example, and how does it differ from weighted moving methods? K2 (6)
- 2) Examine MAD and MSE for the following data, showing actual and forecasted numbers of accounts serviced. K4 (8)

Period	Actual	Forecast
1	217	215
2	213	216
3	216	215
4	210	214
5	213	211
6	219	214
7	216	217
8	212	216

- 3) Make use of an example of a product you have encountered that was poorly designed. Make a list of factors that make a design unworkable. K3 (6)
- 4) Distinguish between Intermittent and Repetitive Operations in production management. K4 (4)

K3 (9)

- 5) Quality Management at XYZ Pharmaceuticals XYZ Pharmaceuticals, a leading player in the pharmaceutical industry, has always prioritized quality in its products. However, recently, the company has been facing challenges in maintaining consistent quality across its various manufacturing units. Complaints from customers about product defects have increased, and regulatory agencies have issued warnings regarding deviations from quality standards. Upon investigation, it was found that the root cause of these quality issues stemmed from inconsistencies in the manufacturing processes, lack of standardized procedures, and inadequate training of personnel. Furthermore, there were gaps in the monitoring and control mechanisms, leading to variations in product quality. In response to these challenges, XYZ Pharmaceuticals has decided to revamp its quality management system to ensure adherence to stringent quality standards and regain customer trust.

Question: Based on the caselet provided, identify the key steps XYZ Pharmaceuticals should take to improve its quality management system and mitigate the identified quality issues.

K4 (12)

- 6) On average, Bluegill produces 35 chairs per day. Labor costs average \$480, material costs are typically \$200, and overhead cost is \$250. Examine the single factor labor productivity. If Bluegill sells the chairs to a retailer for \$70 each, then examine the multifactor productivity.

K5 (5)

- 7) Assess the benefits of production planning and control to a manufacturer.