

Roll No.

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MBA (2018 Batch) (Sem.-2)
PRODUCTION AND OPERATIONS MANAGEMENT
Subject Code : MBA-205-18
M.Code : 76157
Date of Examination : 14-07-21

Time : 2 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. Attempt any FIVE question(s), each question carries 12 marks.

1. What do you understand by operation management? Describe the contributions of Henry ford in this area.
2. Write short notes on :
 - a) Project
 - b) Jon shop Production with their merits and demerits.
3. Enumerate various types of plant layouts with their advantages and limitations.
4. What is meant by capacity control? What are the major short term and medium term decisions taken while planning capacity for an organization?
5. What is the importance of quality management? Highlight the contribution of Deming to the Total Quality Management movement.
6. Explain the various toois used for Statistical Quality Control. What is the difference between attribute and variable control charts?
7. What is meant by Inventory? What are the various costs involved in inventory management? Explain ABC analysis.
8. **Read the case study about Cadbury Schweppes. In this case study it is stated that Cadbury Schweppes uses batch production methods to make its products and that it is important the products are of high quality.**

Cadbury Schweppes Production Method Cadbury Schweppes is a multinational soft drinks (beverages) and confectionery business that is based in the UK. The business is a public limited company. It is involved in the manufacture, marketing and distribution of its many branded products. Cadbury Schweppes now employs over 40,000 people and its products are available in almost 200 countries. The company's products can be divided into :

- a. Beverages (carbonated soft drinks and non carbonated soft drinks (waters and fruit juices)
- b. Confectionery (chocolate products, sugar products, chewing gum)

Much of Cadbury Schweppes' manufacturing still takes place in the UK, Australia and North Africa. However, in the 1990s the company moved some of its production to Russia, Poland, Argentina and China, countries with emerging economies. To satisfy most of its shareholders, Cadbury Schweppes' has set out a strategy to help achieve its objective. This strategy consists of :

- a. Creating strong regional positions through organic growth, acquisitions and disposals.
- b. Developing strong brands through marketing.
- c. Expanding its marketing share through innovation in products and packaging.
- d. Regularly updating its product portfolio.

Despite manufacturing its goods in large quantities. Cadbury Schweppes uses batch rather than flow production methods. The company must ensure the products are of high quality. Not only are there strict laws about how foodstuff is made, but also Cadbury Schweppes would not want to damage its reputation by allowing inferior products to be sold. Cadbury Schweppes undertakes extensive Research and Development (R&D) to develop new products and to find ways of manufacturing existing brands more efficiently. Cadbury Schweppes uses the services of a specialist R&D business based at Reading for its UK confectionery business.

Based on the information provided, answer the following questions :

- a. Describe the differences between batch and mass production. (3)
- b. Critically evaluate the reasons why Cadbury Schweppes uses batch production while making chocolate bars. (3)
- c. Discuss which of the following two quality control methods would be better for Cadbury Schweppes :
 - i. Checking samples of the products after they have been made. (3)
 - ii. Making workers responsible for the quality of their own work. (3)

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Student found sharing the question paper(s)/answer sheet on digital media or with any other person or any organization/institution shall also be treated under UMC.

Any student found making any change/addition/modification in contents of scanned copy of answer sheet and original answer sheet, shall be covered under UMC provisions.