

Registration No :

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Total Number of Pages : 02

MBA
18MBA304D

3rd Semester Regular / Back Examination: 2021-22

SALES AND OPERATION PLANNING

BRANCH(S): BA, GM, IB, MBA, MBA (M & F)

Time : 3 Hour

Max Marks : 100

Q.Code : OF558

Answer Question No.1 (Part-1) which is compulsory, any eight from Part-II and any two from Part-III.

The figures in the right hand margin indicate marks.

Part-I

Q1 Answer the following questions :

(2 × 10)

- What is forecasting error?
- What is MRP ?
- Give an example good and a service that shows seasonal demand pattern annually.
- What is reactive strategies in terms of aggregate planning?
- What is mean flow time in scheduling?
- What do you mean by Loading?
- Define System capacity.
- What are the primary reports in MRP output?
- Give one example of MRP in services.
- If the design capacity is 50 trucks/day, effective capacity is 40 trucks / day and actual output is 36 trucks /day, find the efficiency and utilization of the system.

Part-II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve)

(6 × 8)

- What are the main functions of operation management?
- How does production planning and scheduling differ?
- Explain in brief the master production schedule (MPS).
- Explain chase demand strategy for meeting the uneven demand.
- What are the objectives of operations planning and control?
- Explain in brief bill of materials.
- Discuss the elements of a good forecast.
- Explain routing with it's significance.
- Consider the following single machine scheduling problem

| Job (j) | 1 | 2 | 3 | 4 | 5 | 6 |
|-----------------------------------|----|----|----|----|----|----|
| Processing time (t _j) | 10 | 8 | 8 | 7 | 12 | 15 |
| Due date (d _j) | 15 | 10 | 12 | 11 | 18 | 25 |

Determine the optimal sequence using Earliest Due Date (EDD) rule and find the total completion time & maximum lateness.

- Describe the different ways through which you can generate pure strategies.
- Write a note on scheduling with it's purpose.
- Explain in brief the Theory of Constraints.

Part-III

(02 × 16)

Only Long Answer Type Questions (Answer Any Two out of Four)

- Q3** Discuss in detail various qualitative methods of forecasting. What are the main advantages that quantitative techniques of forecasting have over qualitative techniques?
- Q4** What is aggregate planning. What is the need, purpose and techniques for aggregate planning?
- Q5** What do you mean by capacity planning? Why capacity planning for services is more challenging than it is for goods production?
- Q6** Discuss in detail the role of ERP in operations planning and control.