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Total Number of Pages : 02

MBA  
18MBA304D

3<sup>rd</sup> 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 <sub>j</sub> )	10	8	8	7	12	15
Due date (d <sub>j</sub> )	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.

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**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.

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