Sanjay Ghodawat University, Kolhapur

2020-21

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

EXM/P/09/00

Year and Program: **School of Commerce and Management** **Department: MBA**
2020-21 MBA(Pharma)
Course Code: MPM506 **Course Title: Operations Management** **Semester : II**

Day and Date: **End Semester Examination** **Time : 2 Hrs.**
Max Marks : 50

Instructions: 1) All questions are compulsory.
2) Give suitable example wherever necessary.

		Marks	Bloom's Level	CO
Q.1	**Answer the following**			
a)	Nelson Ltd is the biggest Syringe manufacturer in the north India they are having a strong market coverage, as the pandemic started they faces more uncertainty in the demand, now to resolve this issue which type production they should adopt? Justify your answer.	8	L2	CO1
b)	Arizona Ltd. had started manufacturing oxygen tanks few years back, in the present moment company have grabbed a strong market share, because of covid-19 pandemic now as demand has increases tremendously hence they have to increase the capacity of their manufacturing plant, now as a expert suggest them which factors should be considered in increasing their plant capacity.	8	L3	CO2
	OR			
c)	Keton Ltd has conducted a market survey to understand the customer requirement, the survey result shows that customer has more expectation in the design of the hospital beds, finally company has decided to customize the product as per expectations of customers, demonstrate the product development process by which they can develop the new product.	8	L3	CO2
Q.2	**Answer the following**			
a)	Why long range planning is most critical in manufacturing industries? Justify your answer with suitable example.	8	L4	CO3

b) Oxirange Ltd. supplying the oximeters across the country, Annual demand of the item by Oxirange is 26,00,000 units. The price per unit is Rs.820, inventory carrying cost is estimated 16 percent of average inventory and ordering cost is Rs.28 per order. Determine, 8 L3 CO4

1. Economic order Quantity(EOQ)
2. Optimum number of orders.
3. Optimum Period of Supply.

OR

c) The following table represents number of items used per annum and price per unit, are as given below, evaluate the inventories as per very important, moderately important and least important to reduce the inventory investment by using ABC inventory control technique. 8 L3 CO4

Item No	101	102	103	104	105	106	107	108	109
Annual Uses	245	586	24	89	109	265	75	34	68
Price	12	9	62	37	28	15	105	208	145

Q.3 Answer the following

a) Saftcare Solutions have just started their business in medical machineries manufacturing, to sustain in the market they have decided to adopt lean manufacturing, as a expert demonstrate how they can achieve long term sustainability in this competitive market? 9 L4 CO5

b) Fastrak Ltd. is fulfilling the transportation need of maximum hospitals in northern India besides that as technology changes market also demands quick supply and easy tracking of their order, as a expert suggest the maximum possible automation in their transpiration business to match the expectations. 9 L5 CO5

OR

c) Medison Ltd. is the big name in Paramedic Medical Supplies industry in south India, now they want expands their market in north India, as a distribution manager develops the supply chain for Medison Ltd for their new north India Market. 9 L5 CO6