

22004

M.B.A. DEGREE EXAMINATION, MARCH/APRIL 2019.

SECOND SEMESTER

Paper IV — PRODUCTION MANAGEMENT

Time : Three hours

Maximum : 70 marks

(No additional sheet will be supplied)

PART A — (5 × 3 = 15 marks)

Answer ALL questions.

Each question carries 3 marks.

Each answer should not exceed 1 page.

1. Explain the objectives of PM?
2. What is Job Shop?
3. What is Process Re-Engineering?
4. Explain Johnson's rule.
5. What is Six Sigma?

PART B — (4 × 10 = 40 marks)

Answer ALL questions.

Each question carries 10 marks.

Each answer should not exceed 5 pages.

6. Explain the functions of Production Management.
- Or
7. Explain the objectives and classification of Production system.
 8. Explain Just in Time Manufacturing.
- Or
9. Explain Ten Commandments.
 10. Write a note on Shop Floor Planning
- Or
11. Write a note on Inventory Management.

12. Explain Control Charts.

Or

13. Write a note on Material Management.

PART C — (1 × 15 = 15 marks)

(Compulsory)

14. In 2009, Reliance Dairy Foods Ltd (Reliance Dairy), a subsidiary of Reliance Retail, entered the country's branded milk product market. It introduced a range of dairy products including milk, curd, butter, and flavored milk. Reliance Dairy had 75,000 to 80,000 liters of milk sale per day, out of which 10 percent was sold through the Reliance Dairy stores and 90% through its distributors. The price of Reliance Dairy was only Rs.28 per liter which according to some analysts seemed to be value for money. The company claimed that strict hygiene was maintained in production and that its milk was of the best quality. Also, the product was considered to be free from chemicals and preservatives and adhered to the best packaging technology. The milk variants were also modified as per the geographical requirement of customers. The company tried to capture the market by following a strong supply chain and branding strategy. However, sustaining itself in the dairy business was difficult as the market was highly competitive and flooded with several brands such as Amul, Mother Dairy, and Nestlé. In April 2017, Reliance Dairy was acquired by Hyderabad-based dairy company Heritage Foods Limited (Heritage). Heritage planned to achieve breakeven in Reliance's dairy business by closing down milk procurement on loss making routes and shifting the processing and packaging of milk from third party facilities to Heritage's own facilities.

- (a) Make a swat analysis for Reliance Dairy.
- (b) What is the actual problem in the case?
- (c) If you are the manager how you deal with the case?