

IAT 1 Question Paper
& Solution

Sub: **Technology and Operational Strategy**

Code: **20MBA302**

Date: **26-12-2022**

Duration: 90 mins

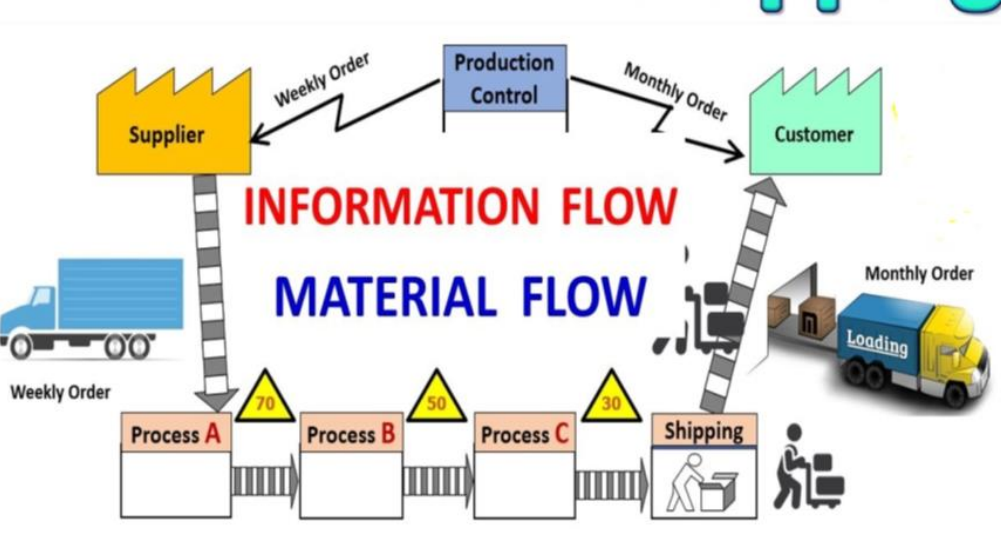
Max Marks: 50

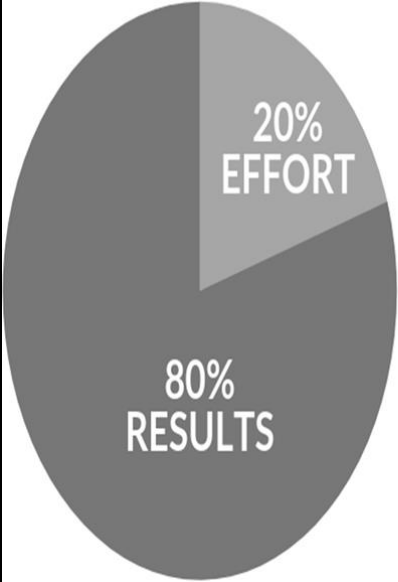

Sem: III

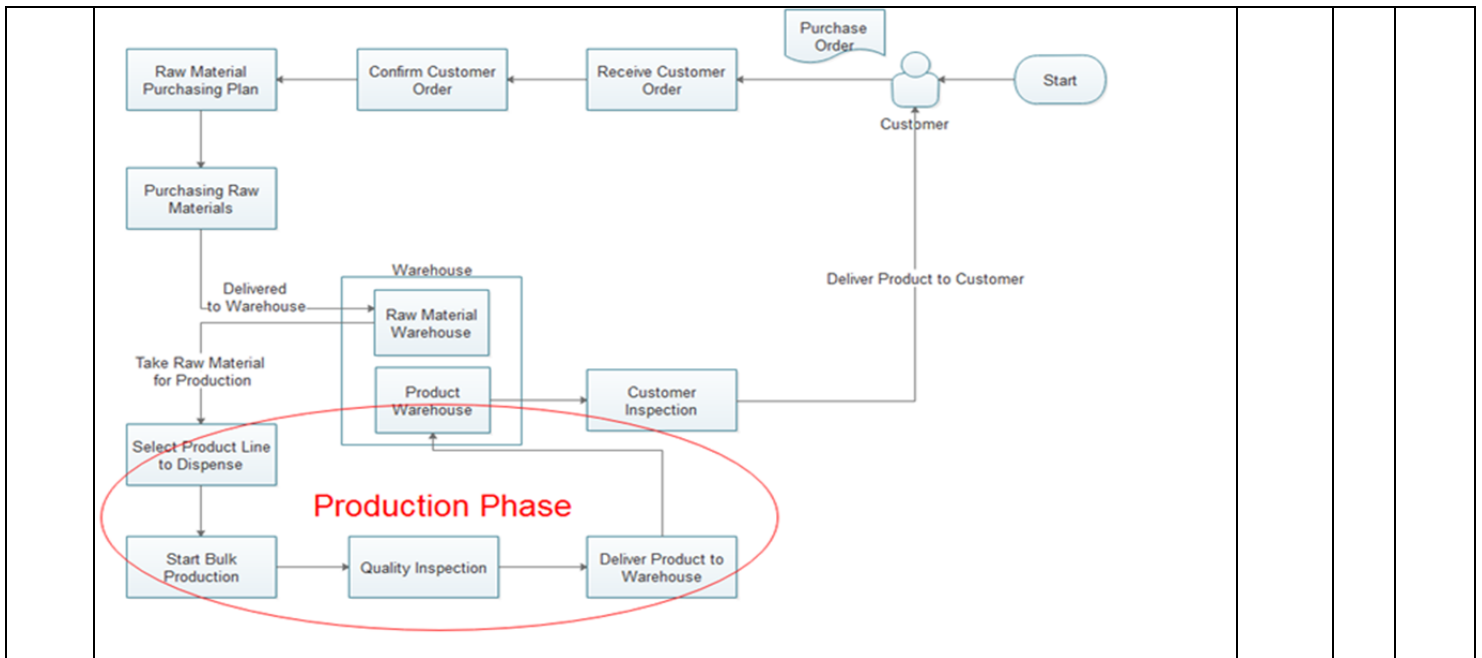
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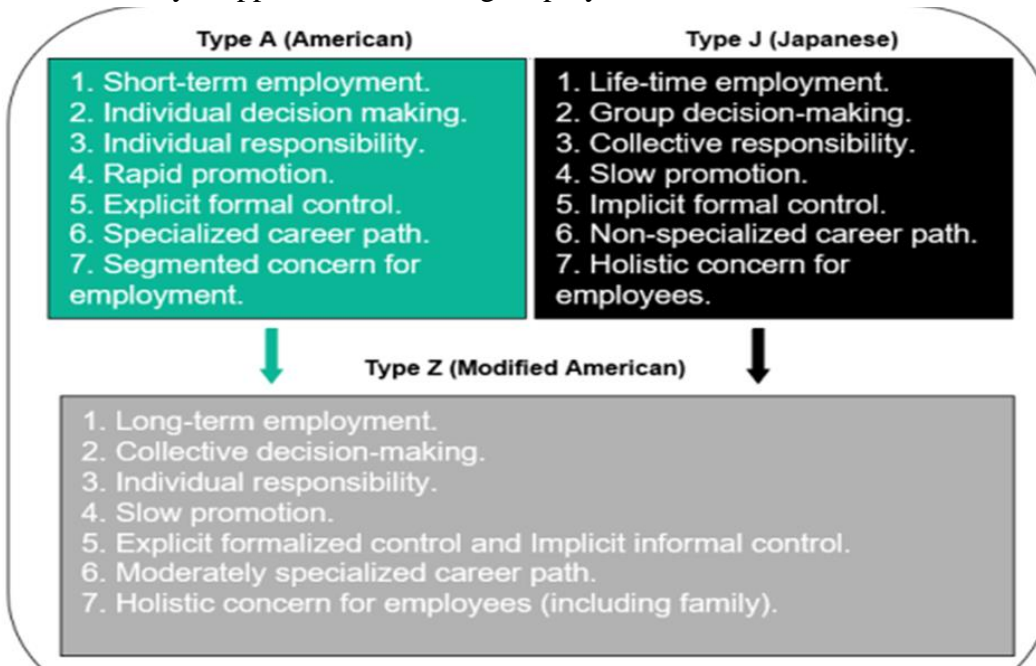
Part A -Answer Any Two Full Questions (20*02=40 Marks)														
1(a)	<p>What is voice of customer? Voice of the customer is a term used in business and information technology to describe the in-depth process of capturing customer's expectations, preferences and aversions</p>	[03]	CO1	L1										
(b)	<p>Discuss the value stream mapping.</p> 	[07]	CO2	L2										
(c)	<p>Outline the distinction between production and operations management.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="background-color: #e0f0ff;">PRODUCTION MANAGEMENT</th> <th style="background-color: #e0f0ff;">OPERATIONS MANAGEMENT</th> </tr> </thead> <tbody> <tr> <td>Production Management connotes the administration of the range of activities belonging to the creation of products.</td> <td>Operations Management refers to the part of management concerned with the production and delivery of goods and services.</td> </tr> <tr> <td>Related to the aspects of production.</td> <td>Related to the regular business activities.</td> </tr> <tr> <td>Enterprises where production is undertaken.</td> <td>Banks, Hospitals, Companies including production companies, Agencies etc.</td> </tr> <tr> <td>To produce right quality goods in right quantity at right time and at least cost.</td> <td>To utilize resources, to the extent possible so as to satisfy customer wants.</td> </tr> </tbody> </table>	PRODUCTION MANAGEMENT	OPERATIONS MANAGEMENT	Production Management connotes the administration of the range of activities belonging to the creation of products.	Operations Management refers to the part of management concerned with the production and delivery of goods and services.	Related to the aspects of production.	Related to the regular business activities.	Enterprises where production is undertaken.	Banks, Hospitals, Companies including production companies, Agencies etc.	To produce right quality goods in right quantity at right time and at least cost.	To utilize resources, to the extent possible so as to satisfy customer wants.	[10]	CO1	L4
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2(a)	<p>What is SIPOC? SIPOC represents supplies, inputs, processes, outputs and customers. SIPOC is a process map that uses these elements and information to create an overview of the company process. SIPOC is a process map, most useful when: Defining a complex process</p>	[03]	CO2	L1										

	Identifying the elements of a process Measuring the improvements of a process			
(b)	Discuss the role of Pareto chart in operations management.	[07]	CO1	L2
	 <h2 style="color: #0056b3;">The Pareto Principle</h2> <p>THE LAW OF THE VITAL FEW</p> <p>The Pareto Principle, named after esteemed economist Vilfredo Pareto, specifies that 80% of consequences come from 20% of the causes, proving an unequal relationship between inputs and outputs.</p>			
(c)	Apply 5M model to solve challenges in airline industry. The 5M model is a troubleshooting and risk-management model used for aviation safety. Based on T.P. Wright's original work on the man-machine-environment triad at Cornell University, The 5M model incorporates a diagram of 3 interlocking circles and one all-encompassing circle. The smaller circles are labeled Man, Machine, and Medium; The intersecting space in the middle, where they all meet, is labeled Mission; The larger circle is labeled Management	[10]	CO2	L3
				
3(a)	What is breakthrough concept? An important discovery or event that helps to improve a situation or provide an answer to a problem.	[03]	CO1	L1
(b)	Describe importance of flow chart in solving issues in operations management. A flowchart is a type of diagram that represents a workflow or process. A flowchart can also be defined as a diagrammatic representation of an algorithm, a step-by-step approach to solving a task. The flowchart shows the steps as boxes of various kinds, and their order by connecting the boxes with arrows.	[07]	CO1	L2



(c) Select Theory Z approach and solving employee issues of Gen Z.

[10] CO2 L5



Part B - Compulsory (01*10=10marks)

4 At one of the renowned garment factory shirts are getting rejected. They were asked to identify the reasons for the rejection. It was due to collar, cuff, sleeves and button issues. As a operations manager analyze the case and solve the same with suitable method.

[10] CO2 L4

