NMIMS Centre for Distance and Online Education (NCDOE)

Course: Operations Management

Internal Assignment Applicable for Jun 2025 Examination

Assignment Marks: 30

Instructions

- *All Questions carry equal marks*
- *All Questions are compulsory*
- *All answers to be explained in not more than 1000 words for question 1 and 2 and for question 3 in not more than 500 words for each subsection. Use relevant examples,illustrations as far as possible*
- *All answers to be written individually. Discussion and group work is not advisable.*
- *Students are free to refer to any books/reference material/website/internet for attempting their assignments, but are not allowed to copy the matter as it is from the source of reference.*
- *Students should write the assignment in their own words. Copying of assignments from other students is not allowed*
- *Students should follow the following parameter for answering the assignment questions*

For Theoretical Answer	
Assessment Parameter	**Weightage**
Introduction	20%
Concepts and Application related to the question	60%
Conclusion	20%

For Numerical Answer	
Assessment Parameter	**Weightage**
Understanding and usage of the formula	20%
Procedure / Steps	60%
Correct Answer & Interpretation	20%

PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter

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Q1 A global solar panel manufacturing company is planning to set up a large-scale production facility in South Asia to capitalize on the growing demand for renewable energy and reduce production costs. As the regional head of operations, you are responsible for selecting the most strategic location for the new manufacturing plant. Identify and discuss the key factors that influence the selection of a manufacturing facility location, including economic, logistical, regulatory, and labor-related aspects. Based on these factors, recommend India in South Asia for setting up the facility, providing justifications with relevant data and industry insights to support your decision.

(10 Marks)

Q2 Explain the fundamental concept of TOC and its significance in optimizing pharmaceutical manufacturing processes by identifying common constraints in the industry. Discuss how synchronous manufacturing can be applied to improve production scheduling and efficiency in the pharmaceutical sector. Also Illustrate how the Drum-Buffer-Rope (DBR) methodology can enhance overall system performance, reduce lead times, and increase throughput in pharmaceutical manufacturing.

(10 Marks)

Q3 (A) Akasa Air, one of India's newest airline companies, is focused on enhancing service quality and operational efficiency to establish itself in the competitive aviation sector. The use of quality management tools is crucial for maintaining high service standards, ensuring passenger safety, and optimizing operations. Explain the role of an operations manager in implementing and monitoring quality control measures at Akasa Air, focusing on how these measures contribute to safety, efficiency, and customer satisfaction.

(5 Marks)

Q3 (B) Akasa Air, one of India's newest airline companies, is focused on enhancing service quality and operational efficiency to establish itself in the competitive aviation sector. The use of quality management tools is crucial for maintaining high service

standards, ensuring passenger safety, and optimizing operations. Discuss the various dimensions of quality in the airline industry, using Akasa Air as an example. Explain how each dimension contributes to enhancing passenger experience and improving operational efficiency.

(5 Marks)

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