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Roll No

AU/IP/IEM/PR/ME/TX-601**B.E. VI Semester**

Examination, June 2017

Operation Management**Time : Three Hours****Maximum Marks : 70**

Note: i) Attempt any five questions.
ii) All question carry equal marks.

1. Explain the detail procedure of SWOT analysis.
2. Discuss production strategy in following cases:
 - a) MTO
 - b) MTS
 - c) ATO
3. Define and draw PLC (Product Life Cycle). State its design steps, evolution and innovation.
4. What do you mean by the term Design of Manufacturing (DFM) and Design for Environment (DFE)? Discuss its objectives and benefits.
5. Define the term "six sigma". State its significance and implementation by DMAIC.

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6. Write short note on TQM and ISO-9000. Discuss objectives and benefits of each.
7. Explain Brown-Gibson Model. Why it is important?
8. Answer any four of the following:
 - a) State and explain Porter's five forces.
 - b) State and explain Valerie's service quality model.
 - c) State and explain the funnel - marble experiment.
 - d) Compare features of process layout and product layout.
 - e) State the use of LP in aggregate plan and HMMS model.
 - f) Write short note on "Kaizen".

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