



# Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

## Master's Degree Examination – May 2025

### II Semester

**Class : I M.B.A.**  
**Major : Business Administration/  
Information Technology and Systems Management**

**Time: 3 Hours**  
**Max. Marks: 100**

### 23MBAC10/24MBMC10 Operations Management

#### Course Outcomes:

CO1: Gain ability to recognize situations in a production system environment and familiarize on basic concepts in decision making on operations management strategy.

CO2: Understand and develop deep insight on location economics and layout planning.

CO3: Apply the relevance of production planning and control for different types of industry.

CO4: Provide knowledge in basic issues and methods involved in the production of goods and integrating various inventory plans to reduce the material related costs.

CO5: Understand the significance of quality and its interfaces with all the functional areas.

#### Part A

10 x 1 = 10

#### Choose the Correct Answer

- is the administration of business structure, practices and processes to enhance efficiency and maximize profit. CO1K1  
a. Profit management                      b. Cost management  
c. Financial management                  d. Operations management
- is the process designers use to blend user needs with business goals to help brands make consistently successful products. CO1K1  
a. Operations design    b. Product design    c. Practice design    d. Process design
- is the siting of facilities which could be structures, men, material, machines in such a manner that yields an optimum benefit to the firm and its stakeholders. CO2K2  
a. Facility location    b. Factory location    c. Focus location    d. Food location
- A ----is defined as a schedule set by a firm to help in ensuring the smooth flow of service, work, and information. CO2K2  
a. Factory layout    b. Firm layout    c. Schedule layout    d. service layout
- A -----describes in detail how a company's products and services will be manufactured. CO3K3  
a. Retail plan    b. factory plan    c. production plan    d. product plan
- is the process that specifies the methods and activities considered in a job through an operations chart and eliminates unnecessary elements of operations to obtain the fastest and the best method of performing a specific job. CO3K3  
a. Method study    b. Motion study    c. Planning study    d. product study
- Maintenance, otherwise known as CO4K4  
a. Trade maintenance                  b. Technical maintenance  
c. Product maintenance                  d. Method maintenance
- management refers to the process of storing, ordering, and selling of goods and services. CO4K4  
a. Inventory    b. Store    c. Service    d. Selling
- is considered by many to be the father of the total quality management movement. CO5K5  
a. W. Edwards Deming    b. F.W, Taylor    c. Hentry Fayol    d. Allwin
- A ----inventory system is a management strategy that has a company receive goods as close as possible to when they are actually needed. CO5K5  
a. just-in-Stock    b. just-in-time    c. just-in-total    d. just-in-Quality

**Part B**

**5 x 6 = 30**

**Answer ALL questions**

**Each answer should not exceed 400 words or two pages**

- 11.a. List out the strategies of operations management. CO1K1
- (or)
- 11.b. Show the process designs. CO1K1
- 12.a. List out the process of location Selection. CO2K2
- (or)
- 12.b. Outline the location models. CO2K2
- 13.a. Show the Functions of production planning. CO3K3
- (or)
- 13.b. List out the scheduling techniques. CO3K3
- 14.a. Point out Approaches to Inventory management and control. CO4K4
- (or)
- 14.b. Write short note on the 'planning and scheduling'. CO4K4
- 15.a. Assess the quality management concepts. CO5K5
- (or)
- 15.b. Write short note on 'TQM'. CO5K5

**Part C**

**5 x 12 = 60**

**Answer ALL questions**

**Question No 20. Case is Compulsory**

**Each answer should not exceed 800 words or four pages**

- 16.a. Enumerate the Approaches of product design. CO1K1
- (or)
- 16.b. Describe the Process of product design. CO1K1
- 17.a. Explain the Factors influencing Location decision. CO2K3
- (or)
- 17.b. Examine the types of layout. CO2K3
- 18.a. Explain the objectives of production planning. CO4K2
- (or)
- 18.b. Analyze the process of Shop floor planning and control. CO4K2
- 19.a. Examine the types of maintenance. CO3K3
- (or)
19. b. Explain the Inventory controlling techniques. CO3K3

### Implementation of Total Quality Management: Toyota Corporation

The Toyota Corporation is based on the implementation of total quality management (TQM) meant to improve the overall performance and operations of this automobile company. TQM involves the application of quality management standards to all elements of the business. It requires that quality management standards be applied in all branches and at all levels of the organization. The characteristic of Toyota Corporation going through the total quality process is unambiguous and clear.

Toyota has limited interdepartmental barriers, excellent customer and supplier relations, spares time to be spent on training, and the recognition that quality is realized through offering excellent products as well as the quality of the entire firm, including personnel, finance, sales, and other functions. The top management at Toyota Corporation has the responsibility for quality rather than the employees, and it is their role to provide commitment, support, and leadership to the human and technical processes.

#### TQM Practices in Toyota

The commitment from business executives is one of the key TQM implementation principles that make an organization successful. In fact, the organizational commitment present in the senior organizational staff ranges from top to lower administration. These occur through self-driven motives, motivation, and employee empowerment. Total Quality Management becomes achievable at Toyota by setting up the mission and vision statements, objectives, and organizational goals.

In addition, the TQM is achievable via the course of active participation in organizational follow-up actions. These actions denote the entire activities needed and involved during the implementation of the set-out ideologies of the organization. From Toyota Corporation's report, TQM has been successful through the commitment of executive management and the organizational workforce .

#### Toyota TQM Implementation Challenges

Executives and Quality Managers face some challenges while implementing Quality Management Systems in organizations. In fact, with a lack of the implementation resources such as monetary and human resources in any organization, the implementation of TQM cannot be successful. Towards the implementation of programs and projects in organizations, financial and human resources have become the pillar stones.

The approach of TQM impels marketplace competence from all kinds of organizational proceeds to ensure profitability and productivity. To meet the desired results in TQM implementation, an organization ought to consider the availability of human and financial resources that are very important for the provision of an appropriate milieu for accomplishing organizational objectives.

Questions: Discuss the Challenges faced by Toyota while implementing TQM.

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