

2005 SBM OPERATIONS MANAGEMENT- TEST I

Time: 50 minutes

Marks: 4+4+3+5+4+3 = 23, Max 20

1. Explain the four components of an Operations Strategy.
2. Explain the sequence of activities in developing new products.
3. To produce a new TV serial, a special set costing Rs20 lakhs needs to be built. The cost of shooting one episode is Rs 3 lakhs, while the income from telecasting an episode is Rs 5 lakhs. How many episodes at least should be telecast to make good the costs involved?
4. A fertilizer manufacturer feels that the demand for his product depend on the monsoon rainfall. Predict the demand for the year 2005.

| Year | 2000 | 2001 | 2002 | 2003 | 2004 | 2005 |
|----------------------------------|------|------|------|------|------|------|
| Rainfall (mm) | 4200 | 3800 | 4500 | 4100 | 3500 | 4300 |
| Fertilizer demand (1000 tons) | 5400 | 5000 | 5600 | 5300 | 4800 | ? |

5. In a clinic, the relationship between different departments has been worked out as below:

| | Reception | Lab | X Ray | Orthopaedics | Paediatrics | Gynaecology |
|--------------|-----------|-----|-------|--------------|-------------|-------------|
| Reception | | U | U | I | I | I |
| Lab | | | X | I | E | E |
| X Ray | | | | A | U | U |
| Orthopaedics | | | | | U | U |
| Paediatrics | | | | | | I |
| Gynaecology | | | | | | |

Design a layout for the clinic.

6. Sketch the five symbols used in process charts and explain their use.