

Roll No. ....  
1000 -/10/15/20

DN-240

December 2019  
Master of Business Administration (MBA) Examination

(Full Time) (New) Third Semester  
FT-304P : PRODUCT INNOVATION AND PLANNING

[Max. Marks 80]

Time 3 Hours]

Note : Attempt any four questions out of six questions from Section A. Section B is compulsory.

Section A

- (a) Is there any relationship between Volume, Variety and Flow with respect to Process Design ?  
(b) What do you understand by the term Complexity of Operations Management ? Explain.
- Give a framework of MRP II and explain it.

3. Taking a real world example, explain the characteristics of successful Product Development.

4. "Monitoring environment is the pre-requisite for any new Product Development." Justify.

5. What are the objectives, limitations and design considerations of Test Marketing ?

6. Write short notes on any two of the following :

- Make Vs. Buy Decision.
- Product Mix Strategy.
- Scheduling.

Section B

- The production department of a company requires 3600 kg. of raw material for manufacturing a particular item per year. It has been estimated that the cost of placing an order is Rs. 36 and the cost of carrying inventory is 25% of the investment in inventories. The price is Rs. 10 / kg. Help the purchase manager to determine the ordering policy for raw material.
- Find the sequence that minimizes the total time required in performing the following jobs on three machines in the order ABC. Processing time (in hours) are given in the following table :

Job	1	2	3	4	5
M/c A	8	10	6	7	11
M/c B	5	6	2	3	4
M/c C	4	9	8	6	5

Also calculate total elapsed time and idle time for 3 M/cs.

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