

JAMNALAL BAJAJ INSTITUTE OF MANAGEMENT STUDIES
UNIVERSITY OF MUMBAI
MFM/MMM/MHRDM/MIM III **SEMSTER II**
17th April 2011
Duration 3 hrs **M. Marks 100**
PRODUCTIVITY

- Notes: 1. Attempt any three questions.
2. Make valid assumptions wherever necessary. State them clearly.
3. Be brief. Evaluation will be based on conceptual clarity.

Q1. For each of the below mentioned businesses identify

Order Qualifiers
Order Losing Sensitive Criteria
Order Winners

- A General Entertainment broadcasting channel (Capital Investment of \$ 2,000 million, Salaries of Rs 600 million p.a.)
- A call centre with 400 employees operating in India, for a US based insurance company
- A courier service company
- A mobile telephone service providing company
- A fast-food network

Q2. Reference "Federal Express Case", enumerate applications of Edward Deming's, Phil Crosby's and Joseph Juran's Principles of TQM

Q3. Assume you are getting down from your car at the airport terminal building to catch an international flight. Plot the Flow Process Chart from entering the terminal to putting the safety belt on, in the aircraft. Assume times and distances at each stage. Calculate TO and CT. Suggest proposals to reduce the CT.

Q4. Demonstrate the Kepner-Tragoe Method of Rational Problem Solving by means of any illustrative example.

Q5. With reference to the assignments (two out of three) that you are to submit for this subject, explain any one assignment.