

JAMNALAL BAJAJ INSTITUTE OF MANAGEMENT STUDIES
MHRDM / MMM / MFM III – SECOND SEMESTER
PRODUCTIVITY TECHNIQUES EXAMINATION

Date : 30 April, 2013

Time : 1 ½ hours

Total Marks : 50

Section II

- Note : 1. Question 1 & 5 is compulsory. Attempt any two from the remaining four questions.
2. Be precise. Evaluation will be on the quality of answers.

✓ Q1. You are called upon to design and implement **Productivity Improvements** in a medium sized manufacturing organization (manufacturing or service), employing 450 employees and having a customer base nearing 200. Prepare a Report (double spread in your answer sheet) in the following format :

- Col (1) : Broad Key Result Areas of Management Intervention
- Col (2) : Brief description of the Actions recommended
- Col (3) : Logic / Reasoning of the Actions recommended
- Col (4) : Expected benefits / advantages of the Actions recommended
- Col (5) : Time frame for the Actions (starting month, ending month)

(You may borrow from learnings from Joseph Juran's philosophy)

Q2. Reference " Babcox Wilcox Boilers Case Study", can we conclude that the leader of the Organisation must have an intimate knowledge of the industry in which the Organisation operates?

- a. If yes, why?
- b. If no, what should be the conceptual framework to be employed?

✓ Q3. With reference to TQM, give few examples on each of the philosophies (mentioned below) enunciated by Dr. Edward Deming.

Statements:

- a. Institute Training & Retraining
- b. Remove barriers to Pride (Joy) of Workmanship
- c. End practice of awarding business on price tag alone

(You may use the examples mentioned during class work)

✓ Q4. You are at JBIMS entrance and you have come to pay your semester fees. Plot the Flow Process Chart from entering the building to receiving the receipt of bill payment at the Accounts office at JBIMS. Assume times and distances at each stage. Calculate TO and CT. Suggest proposals to reduce the CT.

✓ Q5. Write synopsis of the two assignments which you have submitted as part of the internal assignments.