

JAMNALAL BAJAJ INSTITUTE OF MANAGEMENT STUDIES
MMM/MFM/MHRDM/MIM III SEMESTER IV

MANAGEMENT OF ENVIRONMENT AND PRODUCTIVITY TECHNIQUES

Section Productivity *Section - II*

- 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 Call Centre with 400 employees operating in India, for a US based Insurance Company
- A Courier Service company
- A Rent-a-Car Agency having 200 cars
- A Car Wash company having 300 franchisees
- Amusement Park (Disney type)
- A Travel Agency dealing with corporate clients

Q2. With reference to TQM, give few examples on each of the philosophies (mentioned below) enunciated by Dr. Edward Deming.

Statements:

- a. Adopt the philosophy and demonstrate commitment to it
- 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)

Q3. Assume you are getting down from your car at the airport terminal building to board 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. A new model of airplane was delivered to Eastern Airlines in 1980. Immediately after the planes were in operation, the flight attendants developed a red rash on their arms, hands and faces. It did not appear on any other part of the body and the rash occurred only on flights that were over water. Fortunately, it usually disappeared in 24 hours and caused no additional problems beyond that time. When the attendants flew other planes over the same routes, no ill effects occurred. The rash did not occur on all the attendants of a particular flight. In addition, a few of those who contracted the rash felt ill, and the union threatened action because the attendants were so upset, worried, and believed some malicious force was behind it. Many doctors were called in, but all were in a quandary. Industrial hygienists could not measure anything extraordinary in the cabins of the planes.

Carry out a KT Problem Analysis to see if you can learn the cause of the problem..