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SECTION A.

NOTE. Attempt all questions.

QUESTION NO. 1

1. A strategy is a

ANS. d) An action plane to achieve the mission

2. Distinctive competencies in organizations generally relate to

ANS. e) All of the above

3. The fundamental purpose for the existence of any organization is described by

ANS. b) Mission

4. Which of the following statements concerning the operations management is related to services

ANS. d) Labor standards vary depending on customer requirement

5. Which of these organizations is likely to have the most important inventory decisions?

ANS. d) A restaurant

6. Optimizing capacity would be the most appropriate for which stage in the product life cycle?

ANS. c) Maturity

7. Standardization is an appropriate strategy in which stage of the product life cycle.

ANS. c) Maturity

8. Cost minimization is an appropriate strategy in which stage of the product life cycle.

ANS. d) Decline

9. Which of the following is true about business strategies?

ANS. c) Well defined missions make strategy development much easier

10. A measure of productivity which reflects a combination of some or all of the resources used to obtain a certain output is

ANS. c) Multi – factor productivity

SECTION.B

NOTE. Attempt all questions.

QUESTION.NO =2

ANS.

FACILITIES LAYOUT

Facilities layout means correspond to configuration of department, sections, work centers, equipment with focus being on movement of goods and services or works. A traveler making use of the railway platform, or bus station or airport would be a good example of work being moved through a facility. Often poor design of productive system result in a poor design of the facilities layout. After 9, 11, most of the airports in the western world have shown that they are poorly designed to handle air traffic and passengers end up paying a heavy price in the form of long waiting hours and even people visit airports to see of their family or friend travelers end up reaching the lobby area. The reason being no attention was paid at the time of design or construction to separate boarding lounge form the ticketing counter or lounge. Such short comings plague organizations and it's the task of the operations manager to ensure that product as well as service layouts match organizations short as well as long terms plans.

Basic Layout Types

The common Basic Layout Types are:

1.Product/service Layout. A layout that uses standardization processing operations to achieve smooth, rapid, high – volume flow.

2.Process Layout. A layout that can handle varied processing requirements.

3.Fixed Positon Layout. A layout in which the product or project remains stationary, and workers, materials, and equipment are moved as needed.

4.Hybrid/Combination. A layout that makes use of the combination of product, process or Fixed Position layout.

Characteristics Of Product Layout

1.Product layout are used to achieve a smooth and rapid flow of large volumes of goods and customers through a system

2.The work is divided into a series of standardized tasks, permitting specialization of both labor and equipment and job design.

3.The large volume handled by these systems make it pertinent and necessary to invest in equipment and job design.

4.Layouts should be arranged to make the best use of technological processing abilities to fulfill the requirements of both product and services.

5.In manufacturing environments the lines are referred to as production lines or assembly lines, depending on the types of activity involved.

6. Without standardization, many of the benefits of the repetitive processing are lost.

7. Product layout achieve a high degree of labor and equipment utilization, which tends to offset their high equipment cost.

8. Operations are so closely tied up that a mechanical failure or high absenteeism (rains) would increase vulnerability of the system.

Q NO. 3

A. Competitiveness, Strategy and Productivity

B. How Organizations can gain Competitive Advantage

Competitiveness.

It basically the refers to an aggressive willingness to compete in the market. It's the set of institutions policies and factors that are determined the level of productivity of a country a more competitive economy is more likely to grow over the faster period of time.Its actually the way to overcome from other companies in the market. Competence of an organization to produce or sell products or services that meet the quality of a markets or at the same or lower prices and maximizes return on the resources consumed in producing them

Strategy.

Strategy general plans to achieve one or more long terms or overall goals under the uncertainty .in the sense of "art of general" which include several subset of skills including tactics siegcrafts logistics etc. strategy is important because the resources available to achieve these goals that are usually limited. Strategy generally involve goals plans determining to achieve goals and mobilizing resources to executes the actions.

Productivity.

Productivity describe various measures of the efficiency of production. Often productivity measures is expressed as the ratio of an aggregated input used in a production process such as output per unit input. Productivity is the crucial factors in production of firms and nations. Increasing the national productivity can raise the living standards because more real incomes improves peoples ability to purchases goods and services. Productivity growth may also help business to be more profitable

B. HOW ORGANIZATION CAN GAIN COMPETITIVE ADVANTAGES:

There are 3 ways from which organization can gain competitive advantage and following are the 3 ways

1. MARKETING

2. FINANCE

3. OPERATION

1. Marketing.

In this marketing section first thing that every organization must think off is about their customers and to identify their need and wants. This is the helping material of any company that will help them to stick and make their name in the market as well as they will gain the customer. Understanding the needs and wants of the customers are the essential of any company.

a.Pricing.

pricing play's a very important role of any company's product towards their customers/ todays the customer are very aware about the prices they will switch there self towards the low price and better quality product. If a company offering a much better quality product in less price in the market as compare to the product then the customer will preferably move towards that product/

b.ADVERTISING AND PROMOTION:

This is also an important aspects of an organization in order to gain competitive advantage in the markets. As making the advertising and promotion of any product is the way of communication with the customers and as the strong the promotion and advertising be the stronger the communication will occur between the company and organization and will leave an strong impact on customer mind and will try the product after launching that product in the market

2.FINANCE.

a) In this the company will need to identify the sources of funds which means that either this product is being sponsored or being going to be done by the companies own budget.

b) it deals with the capital and financing investments

c) the company will need to analyze the financial leverages which means debt equity

d) it basically the capital structure of any company

OPERATIONS THROUGH WHICH COMPANIE GET COMPETITIVE

ADVANTAGES:

1. Product and service design:

The design is not only the starting point of any products but also allows to add the features which makes your product or services unique and favorable towards the customers

2. Cost or cost leadership: the product or services that is being offered in the market must be at the economical rates which means that all the customers in the market must have a purchasing power

3. location must refers the convenient point of sales. it can be petrol pump services with an attached convenience store.

4. Quality: the product that is being offered in a market for a specific time must meet the quality of a product

5. Quick response Also known as Agility and an organization on this basis is often known as Agile Organization)

Q NO. 4

A. Explain what is a Flexible Manufacturing System?

*B. Discuss FMS Applications and Benefits
Flexible Manufacturing System.*

A flexible manufacturing system is denoted by FMS. it has basically a function of the production method that is design to adopt to changes in the type and quantity of the product being manufactured. Machines and computerized system can easily been configured to manufacture a variety of parts and handling changing level of production.

A FMS can improve efficiency and thus lower a company's production cost. FMS can also be a key competent of make to an order strategy that allows the customers to customize the products they want. Such flexibility can come from high cost upfront cost purchasing and installing the specialized equipment's that allows for such customizations may be costly compared with more traditional systems

Benefits Of FMS.

Following are the benefits of FMS

- 1. LARGE VARIETY OF SAME PRODUCT: FMS can produces the same kind of products at a large number of products*
- 2. Profitable investment: the company invest a large number of capital in machines however FMS can make optimum use*

of these machine. Therefore though costly FMS is still a profitable investments

- 3. **Low labor cost:** in FMS lots of work done by automatically by machines and robots. There is hardly any needs of a manual works or some human inventions therefore in some FMS inventions the labor cost becomes very low*
 - 4. **Flexible system:** FMS is very flexible system this is because it can produce a very large variety of similar products . the quantity and design of production can also be changed very quickly*
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Q NO.5

What is Decision Process, explain the important steps required for decision making process. On what aims the management is interested that the Operations Manager should be focused.

ANSWER

Decision Process

Decision process is more or less fundamental process of management whether a person works in a manufacturing organizations or services side by organization he or she would be asked to carry out the decision process. Following are the steps are involved in the decision process

Identify The decision.

Here in the first step you need to identify the decision you will going to take. Before taking the step a company should also need to understand the problem for which they are taking decision.

Gather Relevant Information.

In this step take some pertinent steps before you make a decision what information is needed the best source of information and how to get it. This steps involve both the external and internal work.

Identify ALTERNATIVES:

As you collect information after that you will probably identifies the several paths or action or alternatives. You can

also build your imaginations and additional information's to construct a new alternatives

Weigh The Evidence.

Draw your information and emotions to imagine what it would be like if u carry out each alternatives to the ends. Evaluate whether it needs to be identified as in step 1 would be met resolve through each of the alternatives

Choose Among Alternatives.

once you have weighted all of the evidence that are being collected then choose from those of the alternatives that are being collected through different medium

Implementation.

After the selection of decision then implement them in order to find outs result.

Review Your Decision And Its Consequences.

This is the final stage of the decision process in which you to review your decision that was being implemented and if working in a correct ways that's leads towards your final goals

Operations Manager identifies the criteria by which the proposed solutions will be judged. The common criteria often relates to costs, profits, return on investment, productivity, risk, company image, impact on demand, or similar variables. The management is interested that the Operations Manager should

*be able to focus on parameters that will increase or decrease?
Ideally the aim is that*

- 1. Costs should decrease and Profits should increase*
- 2. Return on Investment should increase along with increase in Productivity.*
- 3. Risk should decrease along with increase in Company image.*
- 4. Demand should increase for the product or service.*
- 5. Monitor the results to ensure the desired results are achieved.*

THE END