GL BAJAJ
Institute of Management & Research, PGDM Institute
Greater Noida
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POST GRADUATE DIPLOMA IN MANAGEMENT (2023-24)
MID TERM EXAMINATION (TERM -II)

Subject Name: **Production and Operations Management**	Time: **01.00 hrs**
Sub. Code: **PG24**	Max Marks: 2**0**

Note:

Section below carries 5 questions of 4 marks each and each of these questions is Compulsory:

Use-Case Section (All Questions are Compulsory)

Read the following use-case carefully:

XYZ is one of the leading organizations for classic collections of Shoes and other exciting footwear. Their focus is on helping our customers achieve their goals through our esteemed products and services. Their key principles – thoroughly understanding our customer's business objectives, maintaining a strong emphasis on quality, and adhering to the highest ethical standards – serve as the foundation for everything we do. XYZ decides to utilize the "P" platform providing an integrated communication platform for all the ERPs, CRMs and other operations dashboards used in the organization.

These dashboards not only make communication clear to all the employees of the organization but also keep transparency with the external stakeholders like Vendors, suppliers, and manufacturers etc. If any risk happens, this creates alarms, tickets to be resolved and other pop-ups/notifications so that appropriate action can be taken. Also, they have timelines for resolving each issue/query raised by customers and other internal/external parties. This raises complexity for sure but creates a version of automation which makes production-operations feasible.

Answer the following questions based on the above scenario: **(4 marks each * 5= 20 Marks)**

Q. 1. Define the scope-based characteristics for the platform "P" using a suitable diagram. **(CO1, L2)**

Q. 2. This use-case maps to what type of engineering? Justify your answer. **(CO2, L3)**

Q. 3. Highlight the product life cycle for this integrated platform utilized by "XYZ" organization. **(CO1, L1)**

Q. 4. What are the possible gaps which can arise while implementing it specifically in a shoe-production scenario? Explain. **(CO2, L2)**

Q. 5. The organization is using which type of production-operations' system? Briefly explain. **(CO1, L2)**