**Operations Management**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for June 2025 Examination**

**Q1. Assume you are heading operations in a cosmetic manufacturing and marketing company. You are launching a new product range. It’s very critical for the brand image of the organisation. Create a detailed plan for sourcing materials and manufacturers for a new fashion product. What factors should be considered to ensure a reliable supply chain?**

**(10 Marks)**

**Answer:**

**Introduction:**

Launching a new product range in the cosmetics industry is a crucial step that directly impacts the brand image and long-term success of the company. The sourcing of materials and manufacturers plays a key role in ensuring product quality, safety, cost-effectiveness, and sustainability. Consumers today are highly conscious of the ingredients used in cosmetics, ethical sourcing practices, and environmental impact. Therefore, the selection of suppliers and manufacturers must align with the company’s values, regulatory requirements, and consumer expectations.

**This is partially solved sample answer**

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**Q2 (A) Pick any situation of your choice and analyze the role of aggregate operations planning in aligning an organization's capacity with forecasted demand, and discuss the potential consequences of failing to do so?**

**(5 Marks)**

**Answer:**

**Introduction:**

Aggregate operations planning is a crucial aspect of supply chain and production management, helping businesses balance capacity with forecasted demand. This process ensures that an organization can meet customer needs efficiently without incurring excessive costs or facing shortages. A failure to align capacity with demand can lead to financial losses, customer dissatisfaction, and operational inefficiencies. To understand the significance of aggregate operations planning, consider a manufacturing company producing electronic goods. If the company does not plan production based on demand forecasts, it may face issues like overproduction, leading to inventory costs, or underproduction, resulting in missed sales opportunities and unhappy customers.

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**Q2 (B) Pick any business situation of your choice and establish how can artificial intelligence and machine learning be integrated into operations management to enhance decision making and efficiency?**

**(5 Marks)**

**Answer:**

**Introduction:**

Artificial Intelligence (AI) and Machine Learning (ML) are transforming the way businesses manage operations. These technologies enable companies to analyze vast amounts of data, automate tasks, and improve decision-making. One area where AI and ML have significant impact is supply chain management, where businesses must optimize inventory, predict demand, and streamline logistics. By integrating AI into operations, companies can reduce costs, minimize errors, and enhance efficiency. We will explore here how AI and ML can be applied to operations management, focusing on their role in improving decision-making and overall productivity in supply chain management.

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