

MBA Degree (FT II & PT IV) Semester End Semester Examination- June, 2022
21-371-0203/20-372-0402: OPERATIONS MANAGEMENT
 (Regular)

Time: 3 Hours

Max Marks: 50

Course Outcomes:-*On completion of the course, the student will be able to:*

CO1	Recall the basic concepts and terms related to Operations Management.
CO2	Describe comprehensively the concepts delivered at the remembrance level to make them cognitively fit for application.
CO3	Interpret scenarios in operations management presented through illustrations and cases.
CO4	Examine behaviour of people in various operations management situations for aiding in better decision making.
CO5	Evaluate the impact of using operations management in the organizational context.
CO6	Generate new ideas and create operations management plans and proposals for business expansion and developments.

BL – Bloom's Taxonomy :-(L1- Remember, L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

L5-

PART A

(Answer ALL questions. Each question carries 2 marks)

Q. Nos	Questions	Marks	BL	CO	PSO
1	Recall the 5 P's of Operations Management.	2	1	1	5
2	Explain the relevance of factors affecting location decisions.	2	1	2	2
3	Outline the application of various techniques of motion study in the modern business world.	2	3	3	1,4
4	Differentiate between independent and dependent demand with relevant examples.	2	2	1	3,6
5	Identify the most important element of production planning and control and specify the reason.	2	4	4	4

(5X2=10 marks)

PART B

(Answer ANY FIVE Questions. Each question carries 4 marks)

Q. Nos	Questions	Marks	BL	CO	PO
6	When a Wegman's spokesperson was asked how many of its people work in its supply chain, the spokesperson essentially said all of them. Discuss about the statement.	4	2	4	1,2
7	Summarize the various scope of operations management by taking one particular industry into consideration.	4	2	2	2,6
8	Illustrate the circumstances in which different capacity considerations becomes relevant in the business context.	4	4	4	2,4
9	Interpret how quantitative and qualitative forecasting adds value to operations management.	4	3	3	4,5
10	Movie matinees, early-bird dinners, and preseason or off-season discounts – which among the three-demand based aggregate planning options matches with the above examples and why?	4	3	2	2, ,4
11	Examine the relevance of competitive priorities in operations strategy framework.	4	4	4	3,4
12	Point out some measures for managing issues related to different types of inventories.	4	3	5	5,7

(5X4=20 marks)

PART C

(Answer ANY TWO questions. Each question carries 10 marks)

Q. Nos	Questions	Marks	BL	CO	PO
13	"Everything is based on a simple rule - Quality is the best business plan" -Steve Jobs. Evaluate the various definitions of quality based on the above statement.	10	5	5	2,3,4 ,8
14	"Bean to Cup" - Evaluate the role of various steps in creating an effective supply chain from the perspective of the operations head of Starbucks.	10	3	2	1, 9
15	A local distributor for a national tire company expects to sell approximately 9,600 steel-belted radial tires of a certain size and tread design next year. Annual carrying cost is \$16 per tire, and ordering cost is \$75. The distributor operates 288 days a year. a. What is the EOQ? b. How many times per year does the store reorder? c. What is the length of an order cycle? d. What is the total annual cost if the EOQ quantity is ordered?	10	5	5	3,8

(2x10=20 marks)

L1 - 6%, L2-15%, L3 -35 %, L4- 15 %, L5-29%, L6-0%
