

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JUN 2023**

Semester : Semester II - 2022

Course Code : BBA2012

Course Name : Sem II - BBA2012 - Productions and Operations Management

Program : BBA

Date : 16-JUN-2023

Time : 1.00PM - 4.00PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

(10 X 2 = 20M)

1. Discuss time-series analysis and how is it used in forecasting.
(CO4) [Comprehension]
2. List out the phases of production planning and control.
(CO3) [Knowledge]
3. Illustrate Exponential Smoothing.
(CO4) [Comprehension]
4. Define Batch production
(CO1) [Knowledge]
5. Define the term plant layout.
(CO2) [Knowledge]
6. List out any two objectives of Plant Location.
(CO2) [Knowledge]
7. How does time-series analysis help to make predictions about the future?
(CO4) [Comprehension]
8. List out the four benefits of Inventory Control.
(CO3) [Comprehension]
9. Name the four production systems.
(CO1) [Knowledge]
10. Describe are the methods of productivity measurement??
(CO3) [Comprehension]

PART B

ANSWER ALL THE QUESTIONS

(4 X 10 = 40M)

11. Let us assume that a new medical facility, Health -care is to be located in Delhi. The location factors, weights and scores (1= poor, 5= excellent) for two potential sites are shown in the following table. What is the weighted score for these sites? Which is the best location?

S.no	Location Factors	weight	Scores	
			Location(1)	Location(2)
1	Facility utilization	35	3	5
2	Total patient KM, per month	35	4	3
3	Average time per emergency trip	25	3	3
4	Land and construction costs	15	1	2
5	Employee preferences	20	5	3

(CO2) [Comprehension]

12. Compare and contrast the different types of production systems.

(CO1) [Comprehension]

13. Sunrise Retail Pvt. Ltd. is a small retail store selling a variety of goods to customers. One of the challenges faced by the store is inventory management. The store's owner has noticed that sometimes there is excess inventory, while other times there is stockout. The owner wants to implement an inventory control system to address these issues. What strategies/methods did the store implement to improve inventory management?

(CO3) [Comprehension]

14. ABC Manufacturing Company is a leading manufacturer of automotive components. The company operates several production facilities across the country and has a large customer base. The company's success depends on its ability to meet customer demand while maintaining high-quality standards. Required: Describe the production planning objectives from the above case.

(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

15. A. Construct 3 yearly moving averages from the following data of Zell company:

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009
Annual sales in lakhs	18	22	20	26	30	22	24	28	32	35

B. Describe the following key terms:

- Regression Analysis
- Scenario Planning
- Judgemental Forecasting

(CO4) [Application]

16. ABC Manufacturing is a medium-sized company that produces electronic devices, such as smartphones and laptops. The company has been experiencing rapid growth over the past few years, and as a result, the management team has decided to open a new manufacturing plant to meet the increasing demand for their products. However, the team is faced with the challenge of choosing the most appropriate location for the new plant.

What are the key factors that ABC Manufacturing should consider when selecting a location for the new manufacturing plant?

(CO2) [Comprehension]