



**PRESIDENCY UNIVERSITY
BENGALURU**

SET B

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester V - 2021

Course Code : BBA3044

Course Name : Operations and Materials Management

Program : BBA

Date : 10-JAN-2024

Time : 1:00 PM - 4:00 PM

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

5 X 2M = 10M

1. What is routing in the context of production planning?
(CO1) [Knowledge]
2. What is the significance of follow-up in the production process?
(CO2) [Knowledge]
3. State a concise definition of materials planning.
(CO3) [Knowledge]
4. Expand "EOQ" and briefly explain its significance in procurement.
(CO4) [Knowledge]
5. Describe the main distinction between centralized and decentralized purchasing.
(CO4) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. The integration of environmental and social responsibility practices in operations management is a strategic imperative for organizations committed to sustainable and responsible business practices. By embracing sustainability, companies can not only contribute to a healthier planet and society but also enhance their brand reputation, attract environmentally conscious customers, and drive long-term business success.
 1. Summarize the Role of Sustainability in Operations Management, emphasizing the Integration of Environmental and Social Responsibility Practices.

(CO1) [Comprehension]

7. The primary objectives of production planning revolve around achieving efficiency, meeting customer demand, minimizing costs, and aligning production activities with the overall strategic goals of the organization. This multifaceted approach is essential for the effective and sustainable management of production processes.

Discuss the primary Objectives of Production Planning, considering aspects such as optimal resource utilization, meeting demand, and minimizing costs.

(CO2) [Comprehension]

8. Define Materials Planning, elaborate on its Need, and analyze the Factors affecting materials planning in organizational settings.

(CO3) [Comprehension]

9. An effectively organized purchasing department is a linchpin in an organization's success. It not only ensures the availability of necessary resources but also contributes to cost savings, risk mitigation, and strategic alignment, ultimately enhancing the organization's overall competitiveness and sustainability.

1. Examine the organizational structure of a purchasing department and elucidate its key functions. Assess how an effectively organized purchase department contributes to the overall success of an organization.

(CO4) [Comprehension]

10. Define the meaning of procurement and its significance in organizational operations. Discuss the ethical considerations that should govern procurement practices, highlighting their importance in maintaining integrity and sustainability.

(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Hughes Distributing Company, a southwestern distributor of health and beauty supplies is faced with a housekeeping problem in their receiving areas. On several visits to these departments, the plant engineer found them cluttered with trash and empty cardboard shipping cartons. An examination of the receiving operations indicates that when a large shipment of material is received the items are removed from their shipping cartons and placed on racks. The empty cartons and packing materials are left on the floor. Periodically, or when the order unpackers cannot move, someone flattens and stacks these refuse materials.

Question: Suggest a method for reducing or eliminating this housekeeping problem.

(CO3) [Application]

12. EthicalCorp Ltd., a global leader in sustainable manufacturing, places a strong emphasis on ethical purchasing practices. The company's commitment to responsible sourcing and fair trade aligns with its core values. This case study explores how EthicalCorp integrates ethics into its purchasing processes. EthicalCorp faced a challenge when a potential supplier was found to have questionable labor practices. The company, guided by its commitment to ethical sourcing, decided to prioritize fair labor conditions. This decision, however, meant exploring alternative suppliers, potentially impacting short-term costs and timelines.

1. Illustrate the Ethics in Purchasing at EthicalCorp Ltd.

(CO4) [Application]