



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF MANAGEMENT
MAKE-UP EXAMINATION - SEP 2023**

Course Code : BSC105

Course Name : Sem V - BSC105 - Technology and Operation Management

Program : BBA E Commerce and Supply Chain Management

Date : 04-OCT-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.
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PART A

ANSWER ALL THE FOLLOWING QUESTIONS

10 X 2 = 20M

1. Which among the following does 'NOT' belong to elements of service quality?
a) Reliability (CO3, CO2, CO1) [Knowledge]
b) Assistance
c) Empathy
d) Responsiveness
2. Observe the two statements and ascertain they hold true or not?
A. Crypto-currencies have become disruptive technology for banking industry.
B. Cyber attacks have become a big threat for the growing economies.
C. Technology and Operations management makes use of Artificial Intelligence.
a) All Statements are Correct (CO3, CO2, CO1) [Knowledge]
b) All the Statements are Wrong
c) Statement A and C are True but Statement B is Wrong
d) Statement B and C are True but Statement A is Wrong

3. Observe Whether the following Statements are True or False:
Statement 1 : Production planning involves management decisions on the resources that the firm will require for its manufacturing operations
Statement 2 : The selection of the resources are essential to produce the desired goods at the appropriate time and at the least possible cost
- a) Both, 1 and 2, are true and 2 is the correct explanation of 1 (CO2,CO1,CO3) [Knowledge]
 - b) Both, 1 and 2, are true but 2 is not the correct explanation of 1
 - c) If 1 is true but 2 is false
 - d) If 1 is false but 2 is true
4. By adopting _____ management technique the organization can able to achieve 95% of productivity and eliminates maximum amount of wastages?
- a) TQM (CO3,CO2,CO1) [Knowledge]
 - b) Waste Management
 - c) Lean Management
 - d) Strategic Management
5. Which among the following are a promising new technology for linking smart objects to each other and the internet.
- a) Analog (CO3,CO1,CO2) [Knowledge]
 - b) Digital
 - c) Wireless grids
 - d) Semi-conductor
6. _____ technology has become major disrupter for banks worldwide?
- a) Paypal (CO3,CO1,CO2) [Comprehension]
 - b) Crowd funding
 - c) Block chain
 - d) AI
7. BCG stands for _____
- a) Business Consulting Group (CO3,CO1,CO2) [Comprehension]
 - b) Boston Consulting Group
 - c) Barter Consulting Group
 - d) Browner Consulting Group
8. The objective of Job design is to maximize _____
- a) Job satisfaction (CO4,CO3,CO5) [Comprehension]
 - b) Job interview
 - c) Job analysis
 - d) Job profile
9. The process of handling returns in the form of defective products from the customer in Supply Chain environment is known as.
- a) 3PL (CO5,CO3,CO4) [Comprehension]
 - b) 4PL
 - c) One Party Logistics
 - d) Reverse Logistics

10. _____ among the following is 'NOT' the objectives of Supply Chain Project Management?
a) Plan (CO5,CO3,CO4) [Comprehension]
b) Analyze
c) Build
d) Monitor

PART B

ANSWER ALL THE FOLLOWING QUESTIONS

4 X 10 = 40M

11. A leading two wheeler manufacturing company wants to produce cars in a shorter development cycle and more frequent product releases than traditional business that is by understanding the fast changing needs of the customer and to customize their cars based on individual customer requirements. In this regard explain:
- i) Estimate the benefits that company can gain by adopting Agile systems?
 - ii) Prepare a Kanban Chart for that two wheeler manufacturing company.
- (CO1,CO2,CO3) [Comprehension]
12. Ramzi Pharma a leading Pharmaceutical company anticipates the future demand for its drug Aslye given for curing specific cancer disease. The Company decide to make manufacturing decision by procuring raw materials for producing the drug.
- (i) Describe Which manufacturing strategy can company adopt?
 - (ii) Explain what is meant by 'Push' and 'Pull' systems?
 - (iii) Explain the application of Lean in Pull and Push systems?
- (CO1,CO2,CO3) [Comprehension]
13. From the records of Trade and Commerce informs that the sheer amount of revenue lost by companies through return items in USA on 2021, which has been estimated to be about \$351 billion, or 10% of total sales, Provides an alarming concerns and challenges for the companies in USA to curtail the loss. In this regard, Explain how
- (i) By adopting proper reverse logistics system show how they can minimize the losses.
 - (ii) Explain the various phases of reverse logistics.
- (CO4,CO3,CO2,CO1,CO5) [Comprehension]
14. What is Error Proofing? Apply How Error Proofing can be applied by taking an company from any of the industry of your choice?
- (CO2,CO5,CO4,CO3,CO1) [Comprehension]

PART C

ANSWER ALL THE FOLLOWING QUESTIONS

2 X 20 = 40M

15. Tata and Mahindra are competitors on the road. However, in 2021 they announced a partnership to work together to develop technology for self-driving cars and electric vehicles which would be used in both company's fleets of the future. While Tata brings more advanced automated driving technology, Mahindra was leading in electric vehicles. Through the combined venture called ARGO, both firms can spread their R&D spending across more cars, while both developing competing products.

- i) From the above case, Identify, how this innovative partnership among these companies are successfully benefitting each other in the global face and also
- ii) List out the steps involved in designing an innovative strategy for a firm?

(CO4,CO3,CO2,CO1,CO5) [Comprehension]

16. A Leading restaurant wants to measure the customer satisfaction and public opinion on its service. This is so because people witness high cost of hospitalization, poor responses and improper patient management.

- i) Perform SERVQUAL Model and analyze the gap between patient expectation and hospital services provided.
- ii) Explain at least Five best remedies to improve the quality of the service to the hospital

(CO3,CO2,CO1,CO5,CO4) [Application]
