|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Roll No |  |  |  |  |  |  |  |  |  |  |  |  |

****

**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Date**: 11 / July / 2024

**Time**: 09.30am to 12.30pm

**Max Marks**: 100

**Weightage**: 50%

**Semester**: V

**Course Code**: BBA3044

**Course Name**: OPERATIONS AND MATERIAL MANAGEMENT

**Program** : BBA

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. Point out the objectives of operation management.

2. Name the stages of production planning and control.

3. **Define the term "Production Control" in a manufacturing context.**

4. **List and explain the main objectives of follow-up activities and their impact on the production process.**

5. State a concise definition of materials planning.

6. Explain the concept of Integrated materials management.

7. Expand "EOQ" and briefly explain its significance in procurement.

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. 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 Operation Management, emphasizing the Integration of Environmental and Social Responsibility Practices.

9. Mass production emphasizes high-volume, standardized production, and efficiency, while batch production offers a balance between customization and flexibility, making it well-suited for moderate-volume production with varied specifications. The choice between mass and batch production depends on factors such as product type, market demand, and the desired level of customization.  
 1. Define Mass Production and Batch Production, outlining the key features that distinguish them.

10. 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.

11. In light of its crucial role impacting organizational operations, provide a definition of Materials Management, explore its scope, and emphasize its significance in ensuring streamlined processes, cost control, customer satisfaction, and the development of a robust and sustainable supply chain.

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

13. 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.

14. 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.

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

**15.** Peal Paint Company stores all its metal compressed gas containers in a warehouse. These long cylindrical metal tanks contain various gases used in manufacturing cans of spray paint. The gas tanks are delivered to the warehouse by truck. Two receiving dock workers unload the containers from the delivery trucks and place them on four-wheel trucks. Two materials handlers are responsible for pushing the loaded trucks into the warehouse, unloading the tanks and setting them up on end. The two materials handlers spend a major portion of their day moving loads of the gas tanks into the warehouse and placing them into the proper storage locations. In total, there are five different types of gases that in equal proportion make up 98% of all gas handled.  
Question: Management would like to identify a better way to handle these gas tanks. How can the handling operation be improved?

**16.** Global Retail Inc., a multinational retail chain, faced a strategic decision regarding the structure of its purchasing department. This case study examines the challenges and benefits associated with the company's transition from a decentralized to a centralized purchasing model. Under the decentralized model, Global Retail faced issues such as inconsistent supplier negotiations, redundant processes, and difficulties in leveraging bulk purchasing discounts. The lack of standardized procurement procedures resulted in inefficiencies and hindered the company's ability to optimize costs.  
1. Determine the Centralized vs. Decentralized Purchasing at Global Retail Inc.

17. **Product Development Risks:** You have the opportunity to invest INR 100 billion for your company to develop a jet engine for commercial aircraft. The development will span 5 years. The final product costing Rs. 500 million / unit could reach a sales potential, eventually of Rs. 2500 billion. The new engine can be placed in service 5 years from now, but only if it qualifies four years from now for certification clearing commercial use and only if it meets America’s Federal Aviation Administration’s (FAA) ever-tightening standards for noise reduction. Certification also has to be obtained from India’s Director General of Civil Aviation (DGCA). There is competition from world-class manufacturers like Pratt and Whitney and Rolls Royce who are developing competing engines. If you decide to proceed with the project, you must also determine where the new engines will be produced and develop the manufacturing facilities. If you decline to proceed, your company could invest its resources elsewhere and based on its track record, get attractive returns.  
(a) What would be your line of action?  
(b) In case of lengthy product design and development time, what kinds of risks are there?