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**Presidency University**

**Bengaluru**

**SCHOOL OF COMMERCE**

**Make-Up Examinations, July 2024**

**Semester**: V

**Course Code**: MGT 152

**Course Name**: Operations management

**Program** : BBA

**Date**: 02 / July / 2024

**Time**: 09.30 am-12.30pm

**Max Marks**: 100

**Weightage**: 50%

**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. “Product layout is better than process layout.” Do you agree with this statement? (C.O.No.1) [Knowledge]

2. “Location decision is a trade-off decision”- why? (C.O.No.1) [Knowledge]

3. Why layout of facilities is needed for organization? Explain with an example.

(C.O.No.2) [Comprehension]

4. Differentiate between optimization of product and process. (C.O.No.2) [Comprehension]

5. What is the method of production control? (C.O.No.2) [Comprehension]

6. How inventory control techniques works in real world? List out its importance. (C.O.No.3) [Application]

7. Give a description on the line of balancing. (C.O.No.1) [Knowledge]

**Part B**

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

8. Briefly discuss the shop type production usually used in manufacturing firms. (C.O.No.1) [Knowledge]

9. A biscuit manufacturing company buy a lot of 10,000 bags of wheat per annum the cost per bag is Rs 500/- and the ordering cost is Rs 400/- the inventory cost is estimated as 10% of price of the wheat. Determine EOQ (C.O.No.2) [Comprehension]

10. ‘Phases of business cycle-steps to avoid business cycles'. Comment on this statement. (C.O.No.2) [Comprehension]

11. Discuss on the recent trends in production and operations management.

(C.O.No.1) [Knowledge]

12. Give an example of a product you have encountered that was poorly

designed. Make a list of factors that make a design unworkable. (C.O.No.3) [Application]

13. Elucidate the procedure adopted to code the materials. (C.O.No.3) [Application]

14. Describe the primary inputs, outputs and conversion subsystems of the

Following:

(i) Dry cleaning

(ii) Electronic manufacturing

(iii) Fire station

(iv) Employment office. (C.O.No.1) [Knowledge]

**Part C**

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

15. Apollo Animal Clinic (AAC) is a metropolitan veterinary clinic specialising in the medical care

of dogs and cats. Dr. Sunitha opened the clinic three years ago, in Bangalore hiring another full-time veterinarian, a staff of three nurses, an office manager, and an office assistant. The clinic operates Monday through Friday during regular business hours, with half days on Saturdays and extended hours on Wednesday evenings. Both doctors work during the week and take turns covering Wednesday evenings and Saturdays. Dr. Sunitha opened the clinic with the intent of providing outpatient animal care. Overnight services are provided for surgical patients only. No other specialised services are offered. The facility for the clinic was designed for this type of service, with a spacious waiting and reception area. The examining and surgical rooms are in the rear, just large enough to accommodate their initial purpose. As time has passed, however, the number of patients requesting specialized services has increased. Initially the requests were few, so Dr. Sunitha tried to accommodate them. As one of the nurses was also trained in grooming services, she began to alternate between her regular duties and pet grooming. Pet grooming was performed in the rear of the reception area, as it was spacious and there was no other room for this job. At first this was not a problem. However, as the number of pets being groomed increased, the flow of work began to be interrupted. Customers waiting with their pets would comment to the groomer in the rear, who had difficulty focusing on the work. The receptionist was also distracted, as were the animals. The number of customers requesting grooming services was growing rapidly. Customers wanted to drop off their pets for a “package” of examining, grooming, and even minor surgical procedures requiring overnight stays. The space for grooming and overnight services was rapidly taking over room for other tasks. Also, most of the staff was not trained in providing the type of service customers were now requiring.

**Questions**

(a). Identify the operations management problems that Dr. Sunitha is having at the clinic.

(b). How would you define the “service bundle” currently being offered? How is this different from

the initial purpose of the clinic?

(c). Identify the high-contact and low-contact segments of the operation. How should each be managed. (C.O.No.1) [Knowledge]

16. Mention situations in (i) banking, (ii) advertising, (iii) agriculture,

(iv) hoteliering where production and operations management is

involved. Describe the inputs, outputs, processes, utilities used in these

organization. (C.O.No.2) [Comprehension]

17. The following businesses are considering locating in your area

[a] A south Indian restaurant

[b] A sporting goods store

Describe the positive and negative location factors for each of these businesses. (C.O.No.3) [Application]