PRESIDENCY UNIVERSITY
BENGALURU

SET A

SCHOOL OF MANAGEMENT
END TERM EXAMINATION – MAY / JUNE 2024

Semester : Semester II - 2023
Course Code : MBA2040
Course Name : Production and Logistics Management
Program : MBA

Date : June 10, 2024
Time : 9.30AM - 12.30PM
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 ANY 10 QUESTIONS   10Q* 3M =30M

1. Calculate the productivity growth if the past productivity is 85% &current productivity is 95%
                                                                    (CO1) [Knowledge]

2. Describe the factors for selecting a plant location
                                                                    (CO1) [Knowledge]

3. Compare Manufacturing and Services with examples
                                                                    (CO1) [Knowledge]

4. Define the types of productivity measures practiced in industry.
                                                                    (CO2) [Knowledge]

5. State the three types of time horizons used in forecasting.
                                                                    (CO2) [Knowledge]

6. List out the three examples (Real time product) for Product design, with brief explanation?
                                                                    (CO2) [Knowledge]

7. Toyota Production System (TPS) started *Quality management Lean Production (1980s-1990s) ? Identify the results achieved in this Production process. ?*
                                                                    (CO3) [Knowledge]

8. List the three Examples (Real time) for Process design with brief explanation?
                                                                    (CO3) [Knowledge]

9. Explain the terms production planning and production control
                                                                    (CO3) [Knowledge]

10. "Rise of globalization during 1990's led to complex and extended supply chains"? Explain the importance and significance of this statement?
                                                                    (CO4) [Knowledge]

11. Describe briefly Logistics management with 3-4 sentences along with a real time example ?

(CO4) [Knowledge]

12. Define Blockchain technology ? How this Technology will revolutionize logistics management ?

(CO4) [Knowledge]

PART B

ANSWER ANY 4 QUESTIONS   4Q* 10M =40M

13. Analyse the scope of operations for a small-scale industry producing school bags

(CO1) [Application]

14. Forecasting Numerical - Given below is monthly sales data for a product over the past 12 months. Using the simple moving average (SMA) method in Time series analysis, Forecast the sales for next month (January of the following year)with a window size of 3 months.

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SALES	100	110	120	115	125	130	140	145	150	160	165	170

(CO2) [Application]

15. Logistics management is the process of strategically planning, implementing, and controlling the movement and storage of goods, services, and information within a supply chain. *Name 5 components within logistics management with brief explanation*

(CO3) [Application]

16. Illustrate the Types of Forecasting with explanations

(CO4) [Application]

17. Interpret the 5 Factors affecting Production operations management with brief explanation.

(CO1) [Application]

18. Explain the steps in process planning and process design.

(CO2) [Application]

PART C

ANSWER ALL THE QUESTIONS   2Q* 15M =30M

19. *Analysis of Facility location for Production*

- *Facility location for production is the establishment of a brewing facility by a craft beercompany, such as Sierra Nevada Brewing Company, in Mills River, North Carolina, USA.*

Analyze various factors you consider before you establish Sierra Nevada Brewing Company - Mills River Brewery in North Carolina. Analyze and write briefly 2-3 sentences for each point

(CO2) [Analysis]

20. What is Third-Party Logistics (3PL) and explain key points about 3PL? What are various advantages offered by 3pl ? Explain briefly with 3 sentences for each point ?

(CO3) [Analysis]