


| Name: | |  |
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| Enrolment No: | | |
| UNIVERSITY OF PETROLEUM AND ENERGY STUDIES Online End Semester Examination, December 2020 | | |
| Course: Operations and Materials Management Course Code: LSCM 2001 Program: BBA (Oil & Gas Management) | | Semester: III Time: 03 Hours Max. Marks: 100 |
| SECTION A | | |
| 1. Each Question carries 5 Marks | | |
| 2. Instruction: State whether True or False / Select the correct answer | | |
| Sl. No. | Question | CO |
| Q.1. (a) (b) | Value added is the difference between the cost of inputs and the value or price of the outputs. True / False (2.5) Opportunity to correct quality problems is high in services. True / False (2.5) | CO1 |
| Q.2. (a) (b) | Services produce intangible outputs. True / False (2.5) Measurement of productivity is easy in manufacturing. True / False (2.5) | CO1 |
| Q.3. (a) (b) | Forecasting <u>cannot</u> be used for planning, scheduling and controlling operations. True / False (2.5) Simple moving average gives equal weightage to past data. True/ False (2.5) | CO2 |
| Q.4. (a) (b) | A measure of capacity is the number of seats on an airplane per flight. True / False (2.5) In job shops setup time is not a substantial part of the total system capacity. True / False (2.5) | CO3 |
| Q.5. | In the Layers model of location factors there are _____ layers. (a) 1 (b) 2 (c) 3 (d) 4 | CO3 |
| Q.6. (a) (b) | If items do not conform to standard, some corrective action must be taken to either redesign the goods or correct the process that makes them. True / False (2.5) An attribute quality characteristic is a product characteristic which is continuous and can be measured. True / False (2.5) | CO4 |

SECTION B

- 1. Each question carries 10 marks**
2. Instruction: Write short / brief notes

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| Q.7. | Discuss two elements of a good forecast. Summarize forecast error. | CO2 |
| Q.8. | Summarize the factors that will impact location of a plant. | CO3 |
| Q.9. | Discuss Layout and importance of Layout Decisions. | CO3 |
| Q.10. | Discuss Ordering Costs and Carrying Costs in Inventory Control. Or Summarize Materials Management and Activities included in Materials Management. | CO4 |
| Q.11. | Discuss advantages of carrying inventories. Or Summarize the characteristics of X Bar and C Chart. | CO4 |

Section C

- 1. This section carries 20 Marks.**
2. Instruction: Write long answer.

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| Q.12. | <p>Case Study Prêt A Manger Described by the press as having ‘<i>revolutionized the concept of sandwich making and eating</i>’, Prêt A Manger opened its first shop in London in the mid 1980s. Now it has over 130 shops in the UK, New York, Hong Kong and Tokyo. The company says its secret is to focus continually on quality – not just of the food but in every aspect of the operations practice. It goes to extraordinary lengths to avoid the chemicals and preservatives common in most ‘fast’ food. ‘<i>Many food retailers focus on extending the shelf life of their food, but that’s of no interest to us. We maintain our edge by selling food that simply can’t be beaten for freshness. At the end of the day, we give whatever we haven’t sold to charity to help feed those who would otherwise go hungry. When we were just starting out, a big supplier tried to sell us coleslaw that lasted sixteen days. Can you imagine, salad that lasts sixteen days? There and then we decided Prêt would stick to wholesome fresh food – natural stuff. We have not changed that policy.</i>’</p> <p>The first Prêt A Manger shop had its own kitchen where fresh ingredients were delivered first thing every morning and food was prepared throughout the day. Every Prêt shop since has followed this model. The team members serving on the tills at lunchtime will have been making sandwiches in the kitchen that morning. The company rejected the idea of a huge centralized sandwich factory even though it could significantly reduce costs. Prêt also owns and manages all its shops directly so that it can ensure consistently high standards in all its shops.</p> <p><i>‘We are determined never to forget that our hardworking people make all the difference. They are our heart and soul. When they care, our business is sound. If they cease to care, our business goes down the drain. In a retail sector where high staff turnover is normal, we’re pleased to say our people are much more likely to stay around. We work hard at building great teams. We take our reward schemes and career opportunities very seriously. We don’t work nights (generally), we wear jeans, we party!’</i></p> <p>Customer feedback is regarded as being particularly important at Prêt. Examining customers’ comments for improvement ideas is a key part of weekly management meetings and of the daily team briefs in each shop.</p> | CO1 |
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| | <p>(a) What are the advantages and disadvantages of Prêt A Manger organizing itself so that the individual shops make the sandwiches that they sell? (10)</p> <p>(b) How can effective operations management at Prêt A Manger contribute significantly to its success? What would be the consequences of poor operations management in this kind of organization? (10)</p> | |
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