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SNS College of Technology, Coimbatore-35.
(Autonomous)

Internal Assessment - I

Academic Year 2023-2024 (Even)

Second Semester

Department of Management Studies

19BAT613– Operations Management

Time: 1 ½ Hours

Maximum Marks: 50

A

Answer all the questions			CO	Blooms	Marks
PART A (5*2 =10 Marks)					
1.	Define Operations Strategy.		CO1	R	2
2.	List out any three objectives of Operations Management.		CO1	R	2
3.	Differentiate Production and Productivity.		CO1	An	2
4.	Spell out the term Demand Forecasting.		CO2	R	2
5.	Extend the meaning of Resource Planning.		CO2	U	2
	PART B (2*13 Marks = 26 Marks & 1*14 Marks = 14 Marks)				
6.	a.	From the below, Utilize the principal resources (inputs) and write down the types of transformation process involved and the principal outputs derived (goods or services) in each of the following operations. a. Refining Steel b. Assembling Cars c. Delivering Cars to Dealers d. Fire station	CO1	App	13
		(or)			
	b.	Operation strategy is a heart of a company – Justify your views with flow diagram in developing Operation Strategy.	CO1	App	13
7.	a.	List the Methods of Demand Forecasting in detail.	CO2	An	13
		(or)			
	b.	Examine the need, objectives and steps involved in Demand Forecasting.	CO2	An	13

8.	a.	Case Study: Consumers were surprised in October 2009 by the first of a series of highly publicized recalls of Toyota vehicles in US. Citing a potential problem in which poorly placed or incorrect floor mats under the driver's seat could lead to uncontrolled acceleration in a range of models, Toyota announced that it was recalling 3.8 million US vehicles. The recall trigger by the report of a fiery crash in California, where the accelerator of a Lexus sedan got struck, resulting the driver's death. Additional report of unintended acceleration from sticky gas pedals prompted the National Highway Traffic Safety administration the pressure Toyota to recall additional vehicles. a. Discuss the Strategy implemented by Toyota? b. List the pros and cons of action taken by Toyota.	CO1	An	14
	b.	McDonald's is a leading fast-food Industry and dealing with food service business as well. Identify whether McDonald's is serving Product or Service with suitable example. Also, Develop the operational challenges faced in the Fast – Food Industry in recent times.	C02	App	14

Abbreviations: CO: Course Outcome, R: Remember, U: Understand, App: Apply, An: Analyse, E: Evaluate, C: Create

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