SNS College of Technology, Coimbatore-35.
(Autonomous)
Internal Assessment - I
Academic Year 2023-2024 (Even)
Second Semester
Department of Management Studies
19BAT613– Operations Management

B

Time: 1 ½ Hours   **Maximum Marks: 50**

Answer all the questions	CO	Blooms	Marks
PART A (5*2 =10 Marks)			
1. Define Operations Management.	CO1	R	2
2. List out any three challenges of System perspective.	CO1	R	2
3. Differentiate Product and Service with suitable example.	CO1	An	2
4. Spell out the term Operations Planning.	CO2	R	2
5. Extend the meaning of Quantitative Forecasting.	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. Dry Cleaning
     b. Electronic Manufacturing
     c. Designing Cars
     d. Employment Office
	CO1	App	13

(or)			
b. Identify the importance and objectives of Product Development stages in detail with suitable examples.	CO1	App	13
7. a. Examine the overview of Qualitative methods in detail.	CO2	An	13
(or)			
b. Examine the Quantitative Methods in detail.	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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