UPES
End Semester Examination, May 2024

Course: Operations Management	Semester: II
Program: BBA All	Time: 03 hrs.
Course Code: LSCM1002	Max. Marks: 100

Instructions: Students are not allowed to use scientific Calculators

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	**All questions are compulsory (True or False)**		
1.1	Competitiveness in operations is determined only by the price of the product or service, not by quality or delivery time. (T or F)	2	CO1
1.2	Productivity in operations can be improved by increasing output while maintaining the same level of input. (T or F)	2	CO1
1.3	Ethical issues in operations management include considerations such as fair labor practices and sourcing materials responsibly. (T or F)	2	CO1
1.4	Legal issues in operations management can include compliance with safety standards, environmental regulations, and labor laws. (T or F)	2	CO1
1.5	Environmental issues in operations management are secondary to profitability and do not significantly impact company strategy. (T or F)	2	CO1
1.6	Product design is solely focused on the aesthetic aspects of a product, rather than its functionality or manufacturability. (T or F)	2	CO1
1.7	Legal and ethical issues in operations management only apply to the manufacturing sector and not to services. (T or F)	2	CO1
1.8	Environmental considerations in operations management are primarily concerned with reducing waste and improving the sustainability of production and service processes. (T or F)	2	CO1
1.9	Quality Function Deployment (QFD) is a process used to translate customer requirements into engineering specifications for new product development. (T or F)	2	CO1
1.10	Service design is identical to product design since both aim to satisfy customer needs and preferences. (T or F)	2	CO1

SECTION B
4Qx5M= 20 Marks

2.1	**Match the following.**		5	CO2
	A. Delphi method	I. Aggregates sales team predictions for future sales		
	B. Market Research	II. Uses expert consensus through questionnaires		
	C. Expert Opinion	III. Gathers customer insights via surveys/focus groups		
	D. Salesforce Composite	IV. Depends on industry expert forecasts		
2.2	Define Delphi Method.		5	CO2
2.3	Define the KANBAN system and its benefits.		5	CO2
2.4	What is the primary purpose of Material Requirements Planning (MRP)?		5	CO2

SECTION-C
3Qx10M=30 Marks

3.1	What is service design and describe the key points related to service design in operations management?	10	CO3
3.2	What are the key principles of lean operations? How does a JIT approach differ from more traditional approaches to manufacturing?	10	CO3
3.3	What is productivity and explain the various measures of productivity in the context of operations management with example.	10	CO3

SECTION-D
2Qx15M= 30 Marks

4.1	What is capacity decision planning? Describe all the types of capacity decision planning and explain how all these capacity decision planning will help the organizations to be more competitive and profitable?	15	CO4
4.2	PM Computer Services assembles customized personal computers from generic parts. Formed and operated by part-time UPES students Rahul and Prateek, the company has had steady growth since it started. The company assembles computers mostly at night, using part-time students. Rahul and Prateek purchase generic computer parts in volume at a discount from a variety of sources whenever they see a good deal. Thus, they need a good forecast of demand for their computers so that they will know how many parts to purchase and stock. They have compiled demand data for the last 12 months as reported below. a. Use exponential smoothing with smoothing parameter $\alpha=0.3$ to compute the demand forecast for January (Period13). b. Use exponential smoothing with smoothing parameter $\alpha=0.5$ to compute the demand forecast for January (Period13). c. Compute the mean squared error for each of the methods used.	15	CO4

Period	Month	Demand
1	January	37
2	February	40
3	March	41
4	April	37
5	May	45
6	June	50
7	July	43
8	August	47
9	September	56
10	October	52
11	November	55
12	December	54