

**D 13380****(Pages : 3)****Name.....****Reg. No.....****FIFTH SEMESTER B.Voc. PROGRAMME EXAMINATION, NOVEMBER 2021**

Logistics Management

SDC 5LM 17—OPERATIONS MANAGEMENT

Time : Three Hours

Maximum : 80 Marks

**Part A***Answer all questions.**Each question carries 1 mark.*

1. Operations can be diagnosed by volume, variety, variation and \_\_\_\_\_.
  - (a) Validity.
  - (b) Variability.
  - (c) Value.
  - (d) Variance.
2. In the product life-cycle what is the correct order of the main phases ?
  - (a) Maturity, Growth, Saturation, Decline.
  - (b) Growth, Maturity, Saturation, Decline.
  - (c) Growth, Saturation, Growth, Decline.
  - (d) Maturity, Saturation, Growth, Decline.
3. What is the first step in the Service Firm Life Cycle ?
  - (a) Entrepreneurship.
  - (b) Introduction.
  - (c) Growth.
  - (d) Multi-site rationalization.
4. Licensing out the manufacture of a product to other firms is known as \_\_\_\_\_.
  - (a) Licensing.
  - (b) Multi-site rationalization.
  - (c) Franchising.
  - (d) Outsourcing.
5. A sequence of business and information links is called a \_\_\_\_\_.
  - (a) Logistics network.
  - (b) Distribution network.
  - (c) Sales channel.
  - (d) Supply chain.
6. Supply chains link operators to suppliers in \_\_\_\_\_.
  - (a) Layer.
  - (b) Groups.
  - (c) Tiers.
  - (d) Channels.
7. Which of these is a quality variable for a motor car ?
  - (a) Comfort of the seating.
  - (b) Time to reach a give speed.
  - (c) Road holding ability.
  - (d) Headlights are working.

**Turn over**

8. In the quality gap model which gap is explained by the gap between the standard of product or service ——— made and supplied to the customer and that expected by them ?
- (a) Positioning. (b) Specification.  
(c) Delivery. (d) Perception.
9. The 4 costs of quality are external failure costs, internal failure costs, assurance costs and ——— costs.
- (a) Inspection. (b) Prevention.  
(c) Performance. (d) Insurance.
10. A strategy is a set of plans designed for ——— competitive advantage.
- (a) Short term. (b) Medium term.  
(c) Immediate. (d) Long term.

(10 × 1 = 10 marks)

### Part B (Short Answer Questions)

*Answer any **eight** questions.  
Each question carries 2 marks.*

11. What is product layout ?
12. What is material handling ?
13. What is MRP ?
14. What is capacity planning ?
15. What is manufacturing operations ?
16. What is work study ?
17. What is quality planning ?
18. What is statistical quality control ?
19. What is TQM ?
20. What is quality circles ?
21. What is facilities planning ?
22. What is plant location ?

(8 × 2 = 16 marks)

### Part C (Short Essay Questions)

*Answer any **six** questions.  
Each question carries 4 marks.*

23. Explain the scope of work measurement.
24. What is control charts ? Explain the types of control charts.

25. Explain manufacturing and non-manufacturing operations and their characteristics.
26. Write a note on plant location.
27. Briefly explain material handling.
28. Write a note on MRP.
29. Explain the importance of capacity decisions.
30. What is maintenance management ? Explain the type of maintenance management.
31. Explain the importance of work measurement.

(6 × 4 = 24 marks)

#### **Part D (Essays)**

*Answer any **two** questions.*

*Each question carries 15 marks.*

32. What is operation management ? Explain its scope and objectives.
33. What is plant location ? Explain the factors determining plant location.
34. What is operation planning ? Explain the objectives of operation planning.
35. Explain the characteristics and objectives of quality circles.

(2 × 15 = 30 marks)