

SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)

MBA I Year II Semester Regular & Supplementary Examinations August-2023
OPERATIONS MANAGEMENT

Time: 3 Hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

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|---|--|-----|----|----|
| 1 | a Explain Overview of Production and Operations Management (POM). | CO1 | L1 | 5M |
| | b Explain the nature of Operations Management (OM) and its importance. | CO1 | L1 | 5M |

OR

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| 2 | Explain in detail about Product Design, with the help of the diagram. | CO1 | L2 | 10M |
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UNIT-II

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| 3 | Define Facilities Management & Aggregate Planning. Explain its Nature and Scope. | CO2 | L1 | 10M |
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OR

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| 4 | What is the significance of Aggregate planning in Operations Management (OM)? | CO2 | L1 | 10M |
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UNIT-III

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| 5 | Explain in detail about the Scheduling In Job with merits and demerits. | CO3 | L1 | 10M |
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| 6 | How would you explain about Scheduling in Mass? | CO3 | L1 | 10M |
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UNIT-IV

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| 7 | What is the need of Managing Work Study & quality management? | CO4 | L1 | 10M |
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OR

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| 8 | How does production sector will help organization in Total Quality Management? | CO4 | L1 | 10M |
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UNIT-V

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| 9 | Explain about characteristics of productivity. Make a note of factors affecting productivity | CO5 | L2 | 10M |
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OR

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|----|--|-----|----|-----|
| 10 | What are the effects of productivity cycle? How does it affect product market? | CO5 | L1 | 10M |
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SECTION – B
(Compulsory Question)

11 CASE STUDY

1 x 10 = 10 Marks

Company Background Apollo Animal Clinic (AAC) is a metropolitan veterinary clinic specializing in the medical care of dogs and cats. Dr. Sunitha opened the clinic three years ago, in Bangalore hiring another full-time veterinarian, a staff of three nurses, an office manager, and an office assistant. The clinic operates Monday through Friday during regular business hours, with half days on Saturdays and extended hours on Wednesday evenings. Both doctors work during the week and take turns covering Wednesday evenings and Saturdays. Dr. Sunitha opened the clinic with the intent of providing outpatient animal care. Overnight services are provided for surgical patients only. No other specialized services are offered. The facility for the clinic was designed for this type of service, with a spacious waiting and reception area. The examining and surgical rooms are in the rear, just large enough to accommodate their initial purpose. As time has passed, however, the number of patients requesting specialized services has increased. Initially the requests were few, so Dr. Sunitha tried to accommodate them. As one of the nurses was also trained in grooming services, she began to alternate between her regular duties and pet grooming. Pet grooming was performed in the rear of the reception area, as it was spacious and there was no other room for this job. At first this was not a problem. However, as the number of pets being groomed increased, the flow of work began to be interrupted. Customers waiting with their pets would comment to the groomer in the rear, who had difficulty focusing on the work. The receptionist was also distracted, as were the animals. The number of customers requesting grooming services was growing rapidly. Customers wanted to drop off their pets for a “package” of examining, grooming, and even minor surgical procedures requiring overnight stays. The space for grooming and overnight services was rapidly taking over room for other tasks. Also, most of the staff was not trained in providing the type of service customers were now requiring. The Dilemma Dr. Sunitha sat at her desk wondering how to handle the operations dilemma she was faced with. She started her business as a medical clinic but found that she was no longer sure what business she was in. She didn't understand why it was so complicated given that she was only providing a service. She was not sure what to do.

Case Questions:

- (a). Identify the operations management problems that Dr. Sunitha is having at the clinic.
- (b). How would you define the “service bundle” currently being offered? How is this different from the initial purpose of the clinic?
- (c). Identify the high-contact and low-contact segments of the operation. How should each be managed?
- (d). What should Dr. Sunitha have done differently to avoid the problems she is currently experiencing? What should Dr. Sunitha do now?

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