



10. **Pick the false statement about ERP vendors**
- |    |   |    |   |
|----|---|----|---|
| A. | They have been slow to develop offerings related to e-commerce                            | B. | They have a huge installed base of customers  |
| C. | They are now shifting gears to develop applications for good electronic commerce websites | D. | They have a virtual stranglehold on "back-office" functions such as order fulfillment |

**Section – B**

*Attempt any five questions selecting one from each unit. Each question carries 8 marks*

**Unit – I**

- Q. No. 11. What is operations management? Discuss its historical evolution?  
Q. No. 12. What are competitive priorities. Explain how a firm can compete on the basis of cost with special reference to its operations?

**Unit – II**

- Q. No. 13. What do you understand by Batch method of production. How does it differ from the Job Shop Method?  
Q. No. 14. What factors influence the capacity of an organization. List the different factors and explain how they influence capacity?

**Unit – III**

- Q. No. 15. What do you understand by the term Facility Layout. Explain each of its types with one example for each type.  
Q. No. 16. Elaborate upon the concept of Assembly Line Balancing, with suitable illustrations.

**Unit – IV**

- Q. No. 17. What are the different costs associated with quality. Discuss each of them?  
Q. No. 18. What are Quality Circles? Discuss the concept of Quality Circle with reference to a Training organization?

**Unit – V**

- Q. No. 19. What are the prerequisites for implementing a SCM. Explain with suitable example?  
Q. No. 20. Explain the concept of ERP. What is its scope?

**Section – C**

*Attempt any two questions from Part-I. Each carries 15 marks.  
Attempt all questions from Part-II. Each question carries 5 marks.*

**Part - I**

- Q. No. 21. Explain the important issues with transformation. Take an example of a hospital and explain the conversions taking place. Also discuss the hospital's objectives of the operations systems and how does the hospital achieve it?  
Q. No. 22. Why is location a strategic decision. What are the factors that affect the choice of locations. Which of these factors can be measured using objective measurements and which cannot. Describe and explain your answer?  
Q. No. 23. How would you go about designing for a service. What would you need to do to ensure that the service provided maximum value to the customer?

**Q. No. 24.** Discuss the similarities and differences in the objectives of the layout for a continuous flow process, an assembly line, a batch process and a job shop?

### ***Part - II***

Read the Case Study about Cadbury Schweppes. In the case study it is stated that Cadbury Schweppes uses batch production methods to make its products and that it is important the products are of high quality. Based on the information provided:

**Q. No. 25.** Describe the differences between batch and flow production.

**Q. No. 26.** Critically evaluate the reasons why Cadbury Schweppes uses batch production when making chocolate bars.

**Q. No. 27.** Critically discuss which of the following two quality control methods would be better for Cadbury Schweppes: (a) checking samples of the products after they have been made; (b) making workers responsible for the quality of their own work.

### **Case Study: Cadbury Schweppes Production Method**

Cadbury Schweppes is a multinational soft drinks (beverages) and confectionery business that is based in the UK. The business is a public limited company. It is involved in the manufacture, marketing and distribution of its many branded products. Cadbury Schweppes now employs over 40000 people and its products are available in almost 200 countries. The company's products can be divided into:

- Beverages (carbonated soft drinks and non carbonated soft drinks (waters and fruit juices)
- Confectionery (chocolate products, sugar products, chewing gum).

Much of Cadbury Schweppes' manufacturing still takes place in the UK, Australia and North Africa. However, in the 1990s the company moved some of its production to Russia, Poland, Argentina and China, countries with emerging economies.

To satisfy most of its shareholders, Cadbury Schweppes' has set out a strategy to help achieve its objective. This strategy consists of:

- Creating strong regional positions through organic growth, acquisitions and disposals
- Developing strong brands through marketing
- Expanding its marketing share through innovation in products and packaging
- Regularly updating its product portfolio

#### ***Production***

Despite manufacturing its goods in large quantities, Cadbury Schweppes uses batch rather than flow production methods. The company must ensure the products are of high quality. Not only are there strict laws about how foodstuff is made, but also Cadbury Schweppes would not want to damage its reputation by allowing inferior products to be sold.

Cadbury Schweppes undertakes extensive research and development (R&D) to develop new products and to find ways of manufacturing existing brands more efficiently. Cadbury Schweppes uses the services of a specialist R&D business based at Reading for its UK confectionery business.