

**CS/BSCM/SEM-6/BSCM-601/2012**

**2012**

**MANAGEMENT OF SERVICE OPERATION**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Objective Type Questions )**

1. Write *Yes / No* for the following statements : 10X1 = 10

- a) Pricing influence demand of customers who are price sensitive. ( *Yes / No.* )
- b) Average flow time =  
Average inventory  
Average flow rate . ( *Yes / No.* )
- c) Lead time is the gap between when an order is placed and when it is recruit. ( *Yes / No.* )
- d) Success in supply chain is closely linked to the appropriate use of Transport. ( *Yes / No.* )
- e) Cycle inventory decisions should be made considering the total cost across the supply chain. ( *Yes / No.* )
- f) Air travellers are not willing to pay a higher fare to travel a specific schedule. ( *Yes / No.* )
- g) Single Sourcing is sometimes preferred as it guarantee the supplier sufficient business and commitment to customer. ( *Yes / No.* )
- h) Purchase and procurement are same. ( *Yes / No.* )
- i) COGS stands for cost and good sold. ( *Yes / No.* )

j) Benchmarking is an organizing, systemic process for measuring and comparing the work processes of an organization. ( *Yes/No.* )

**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following. 3X5 = 15

2. What are the factors on which the appropriate level of safety inventory is determined ?
3. State the Fixed Order Cost. Give example.
4. State the benchmarking process in a supply chain.
5. Define the concept of Economic Ordering Quantity.
6. How does EOQ relate to inventory carrying cost ?

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following. 3X15 = 45

7. a) Define revenue management.
- b) State the objectives and role of revenue management in a supply chain. 3 + 12
8. Describe the main factors to be considered for scoring and assessing the suppliers. 15
9. Write notes on *any two* of the following :  $2 \times 7 \frac{1}{2}$ 
  - a) Basic service platform.
  - b) Revenue management for multiple customer segments.
  - c) Steps in Benchmarking.
10. Explain the role of sourcing in supply chain. Give example. 15
11. "Safety inventory plays an important role in supply chain." Discuss. 15