

CS/BSCM/SEM-6/BSCM-601/2011

2011

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

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : $10 \times 1 = 10$

i) Benchmarking is a process.

a) systematic b) continuous

c) both (a) & (b) d) single time.

ii) Cycle inventory is the amount of inventory.

a) total b) minimum

c) average d) maximum.

iii) The quantity that a stage of a supply chain either
produces or purchases at a time is known as
size.

a) batch b) inventory

c) flow d) average.

(iv) The cost of carrying one unit in inventory for a specified
period of time, usually one year is known as

a) Handling cost

b) Holding cost

c) Minimum inventory cost

d) Specified inventory cost.

v) EOQ stands for

a) Essential Order Quantity

- b) Effective Order Quantity
 - c) Economic Order Quantity
 - d) Equation Order Quantity.
- vi) The inventory carried to satisfy demand that exceeds the amount forecasted for a given period is known as
- a) Cycle inventory b) Self inventory
 - c) Safety inventory d) Sales inventory.
- vii) The fraction of product demand that is satisfied from product in inventory is known as fill rate.
- a) order b) product
 - c) demand d) inventory.
- viii) Safety inventory is influenced by
- a) demand uncertainty
 - d) replenishment lead time
 - c) desired product availability
 - d) all of these.
- ix) Forecast errors are dealt with
- a) Safety inventory b) Safety capacity
 - c) Both (a) & (b) d) none of these.
- x) Push processes in supply chain may also be referred to as
- a) Reactive processes
 - b) Speculative processes
 - c) Reactive – Speculative processes
 - d) none of these

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following.

$$3 \times 5 = 15$$

2. Describe the role of Safety inventory in a supply chain.
3. Point out the factors to be considered for scoring and assessing the suppliers.
4. Discuss briefly how to make sourcing decisions in practice.
5. Discuss the Revenue management tactics for perishable assets.
6. State briefly different steps in Benchmarking.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. a) Define Inventory.
- b) Describe the process for determining appropriate level of safety inventory. $3 + 12$
8. Discuss the important factors to be considered for scoring and assessing the suppliers. Give example.
9. a) What do you mean by "Benchmarking" ?
- b) Describe different types of Benchmarking. Give example.
- c) Point out the prerequisites for Benchmarking. $2 + 8 + 5$
10. a) Define Revenue Management
- b) State the objectives of RM.
- c) Explain the advantages and limitations of RM.
- d) Do you think, RM is necessary for Business operation ?

$2 + 5 + 6 + 2$

11. Write notes on any *two* of the following :

- a) Basic service platform
- b) Revenue management for multiple customer segments
- c) EOQ.