**ST JOSEPH’S UNIVERSITY, BENGALURU -27**

Registration Number:

Date & Session

**B.B.A.– 4th SEMESTER**

**SEMESTER EXAMINATION: April 2024**

**(Examination conducted in May / June 2024)**

**BA 4323: Production And Operations Management**

**(For current batch students only)**

**Time: 2 Hours Max Marks: 60**

**This paper contains 2 printed pages and 4 parts**

**PART-A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. Define automation.
2. Write a short note on space requirement.
3. State any four advantages of simplification.
4. Write a note on TQM.
5. Define Maintenance Management.
6. What do you mean by E-Waste.

**PART-B**

**II.** Answer ***any four*** of the following (**4x5 = 20 Marks)**

1. Compare and contrast Production Management & Operations Management with relevant examples.
2. Briefly discuss various plant facilities required for smooth functioning of manufacturing.
3. Why do manufacturing industries need “six sigma”?
4. Discuss different types of Maintenance Practices briefly.
5. Outline the objectives of Waste Management.

**PART-C**

**III.** Answer ***any two*** of the following (**2x10 = 20 Marks)**

1. Elaborate the principles of plant layout.
2. Discuss various Methods of purchasing.
3. Explain some of the best practices and emerging trends in production and operations.

**PART-D**

**IV. Answer the following (1x10=10 Marks)**

1. **Case Study**

Alaska Airlines did some benchmarking, and visited theme parks, hospitals, and other organizations who were known to have more streamlined operations. For example, Disney is a master at managing customer flow and waiting lines. Alaska Airlines adopted one of their practices and placed “lobby coordinators” help customers when they arrive at the ticketing area. They redesigned the Seattle facility by moving bag-drop areas further back and installed conveyor belts on each side of the ticket counters, so agents can assist one passenger while the next in line puts their baggage on the second conveyor before checking in and have it ready when the previous customer is finished. This also eliminated the need to carry checked bags to conveyor, As a result, their waiting lines became shorter, customers can now complete their transactions within 8 minutes, and productivity of the employees has also improved.

Although many airlines have eliminated or reduced some waiting lines by adding self-service kiosks to print boarding documents and check baggage, many customers still need to see agents to make ticketing changes or handle other issues and wait upwards of a half an hour or more in ticket agent lines. During busy times such as weekday mornings and evenings, holidays, or vacation months, the ticketing areas can be very congested.

Alaska Airlines spent a lot of time thinking about how to improve its operations to enhance customer service and reduce congestion at their ticket counters. Their need was real; Alaskas’s Seattle facility was running out of space, and they couldn’t afford to build a new terminal. They tried self-service kiosks, but those took up valuable space that only resulted in making the situation worse, as they interrupted the flow of customers who needed to talk with a ticket agent. Just try to walk through kiosk area with a lot of passengers and standing around baggage with their baggage!

1. Explain how the Alaska’s case signifying the importance of operations in airline business. (4 Marks)
2. If you are the operations manager of Alaska Airlines, how would you propose for implementation of Quality Management for improving efficiency of operations at Alaska airlines? (6 Marks)