



**PAU-19MBA205**

Seat No. \_\_\_\_\_

**M. B. A. (Sem. II) (CBCS) Examination**

**August / September - 2020**

**Operations Management**

Time : 3 Hours]

[Total Marks : 70

**Instruction :** All the questions carry equal marks.

- 1 What is Operations Management? Difference between service organization v/s manufacturing organization.

**OR**

- 1 What is meant by the capacity of a facility? Explain Types of Capacity.
- 2 What do you understand by plant layout? Explain its main principles.

**OR**

- 2 Explain the stages of Product development process.
- 3 Define the term Supply Chain Management. Explain the process of supply chain management.

**OR**

- 3 Explain various factors to be taken into consideration in deciding the location of an industry.
- 4 Define the term inventory control. Explain techniques of inventory control.

**OR**

- 4 Identify three emerging environmental concerns and their impact on operations management.
- 5 Roots Corporation Limited is a fully owned subsidiary of the Indian Hotels Company Limited (IHCL), which is a part of the Tata Group. With more than 90 properties, IHCL is India's largest hotel chain. It has been in the hospitality sector for over a century. Roots Corporation Limited operates a group of hotels under the brand name Ginger Hotels. The first hotel was launched in Whitefield, Bangalore, in June 2004. Today, Ginger hotels are located in 20 cities in India.

At a glance, a Ginger hotel will appear to be very similar to any other hotel. A Ginger hotel offers all the facilities that a normal hotel would offer. These include check-in facilities; rooms with a TV, fridge, and a tea/coffee maker; room services such as laundry; restaurants; Wi-Fi connections; meeting rooms, a business centre, gymnasium, car rental service, doctor on call, and currency exchange. However, the similarity ends at this level. A Ginger hotel distinguishes itself in several ways in the manner these services are offered. Unlike other hotels, Ginger hotels offer a limited a la carte menu in the restaurant at a nominal price. In case a guest does not like what is being offered, it is possible to call up nearby restaurants, place an order.

"Please help yourselves" is a line that can be seen on most of the brochures and booklets in a Ginger hotel, and it aptly reflects its most distinguishing feature. It is not uncommon for guests to use the self-service check-in kiosk, identify their room, and carry their luggage to the room. As soon as a guest enters a Ginger hotel, he/she will come across several operations with a self - service facility. Some elements of self-service are described here.

- Self Service Check-in: Upon arrival, guests can check into the hotel without any assistance from the reception counter. This is possible because Ginger hotels have self-check-in kiosks.
- Give n' Take™ Counter : Ginger hotels have a "Give n' Take" counter that the guest can use to deliver used clothes for laundry in the morning and to collect washed clothes after 7.30 p.m. the same day.
- Smart Get Set: There is an ironing room in every floor in Ginger hotels. Guests can use the room for pressing their clothes. Further, there are water dispensers on each floor, from which guests can fill their bottles.
- Smart Knick Knacks: Ginger has installed vending machines for hot and cold beverages and packed snacks. These vending machines can be accessed round the clock, irrespective of whether the restaurant is working or not.
- Smart Mart: There are vending machines that supply other things such as toiletries, combs, toothpaste, hygiene products, and mosquito repellants.

The company summarizes "the Ginger experience" as one providing intelligent, well thought-out facilities and services at great value and with no frills attached.

**QUESTIONS :**

- (1) How will you describe the overall strategy of Ginger Hotels in the hotel industry?
  - (2) Based on the details given above compare the facilities given by Ginger Hotels with any hotel of your choice and comment on their effectiveness.
  - (3) Based on the details given above comment on any shortcomings/disadvantage (if any) which you may think, are there in the operations and suggest its remedies.
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