



**DBB-19MBA205**

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

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

**May - 2022**

**Operations Management**  
*(New Course)*

Time :  $2\frac{1}{2}$  Hours]

[Total Marks : **70**

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

- 1 Discuss various factors to be taken into consideration in deciding the location of an industry.

**OR**

- 1 What do you mean by term total quality management? Explain various strategies to improve the quality of product and services.
- 2 Explain term Inventory Control. Explain techniques of inventory control.

**OR**

- 2 (a) Is there any relationship between volume, variety and flow with respect to process design? Explain.
- (b) Explain the relationship between the supply chain structure and supply chain performance.
- 3 What do you understand by the term "Operations Management"? Distinguish between service organization v/s manufacturing organization.

**OR**

- 3 Define term capacity of a facility? Explain Types of Capacity.
- 4 What does the term operations strategy mean? Describe the strategy formulation process.

**OR**

- 4 (a) Define term plant layout? Explain types of plant layout.
- (b) Explain the stages of Product development process.

- 5 Read the following case and answers the question given at the end.

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. A screenshot of the hotel's Web site is provided on the opening page of this chapter. 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, and collect the food from the Give well maintained, and are available at a price that is much lower than the price charged by other hotels for a similar service.

"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 selfservice 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) Is their operations strategy consistent with the overall strategy? What are the operational elements of Ginger Hotels that provide this strategic dimension to the operations?
- (3) Can you identify the strategic and operational benefits that Ginger Hotels is likely to derive from the operations strategy and operation system design that it has chosen?

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