

ADMISSION NUMBER											

School of Business
Bachelor of Business Administration
Semester End Examination - Nov 2023

Duration : 180 Minutes
Max Marks : 100

Sem V - D1UA507T - Sales and Operations Planning

General Instructions
Answer to the specific question asked
Draw neat, labelled diagrams wherever necessary
Approved data hand books are allowed subject to verification by the Invigilator

- 1) Briefly explain the factors that can impact capacity planning decisions in a manufacturing environment. K1 (2)
- 2) Demonstrate how do S&OP software tools streamline data integration and decision-making across departments in the planning process. K2 (4)
- 3) A retailer wants to forecast the demand for a particular product. Analyze the forecast using Exponential Smoothing method for the month of July 2022 for the following sales data. (Smoothing coefficient: 0.10) K2 (6)

Period	Jan	Feb	Mar	Apr	May	June	July
Actual Sales	2050	2100	2270	1920	2010	2220	?

- 4) Identify & explain various quantitative techniques of forecasting. K3 (9)
- 5) Identify the importance of Master Production Schedule over Master schedule. K3 (9)
- 6) Evaluate the effects of different scheduling policies on production efficiency. K5 (10)
- 7) Analyze the significance of work centers in comparison to other production components. K4 (12)

- 8) The company operating in the fashion industry has set forth a strategic vision to establish itself as a preeminent supplier of environmentally sustainable and eco-friendly clothing. Their business strategy centers around promoting environmental sustainability, adhering to ethical sourcing practices, and engaging customers through the offering of eco-conscious products. Explain how can S&OP align with this business strategy? K5 (15)
- 9) Forecast of demand for the next four months is 70 units per month. Committed customer orders for the next four months are 80, 50, 30, and 10, respectively. Order size is 100 units. Beginning inventory is 0. Determine MPS K5 (15)
- 10) **Please read the case “Apollo Animal Clinic (AAC)” below and answer the questions based on it :** K6 (18)
- Apollo Animal Clinic (AAC), a veterinary clinic in Bangalore, specializes in dogs and cats' medical care. Founded by Dr. Sunitha three years ago, it initially focused on outpatient services and overnight care exclusively for surgical patients. However, increasing demand for specialized services, such as grooming and combined medical procedures, has led to operational challenges. The clinic's space was designed for its original purpose, but with the surge in grooming requests, workflow disruptions occurred, affecting staff and customers. Dr. Sunitha faces a dilemma, unsure of AAC's evolving identity and the need to balance its services while addressing space constraints and staff training.
- (a). Elaborate the operations management problems that Dr. Sunitha is having at the clinic.
- (b). How would you define the “service bundle” currently being offered? How is this different from the initial purpose of the clinic?