ourdiu.com | Shared by Maisha Rahman

Daffodil International University
Department of Information Technology & Management
Faculty of Science & Information Technology
Midterm Examination, Spring 2024
Course Code: ITM 304, Course Title: Production and Operation Management
Instructor: DAR

Date: Time:

Total Marks: 25

Exam instructions:

A) Answer all the Questions. [*at right side the allocated marks and corresponding course outcomes are indicated*]
B) During the exam you are not allowed to leave the exam hall to have water or restroom, but if you finish early, you may leave the hall submitting the script.
C) Do not keep your mobile phone or digital watch in your bag during the exam and keep all your belongings in a secure place.
D) Be respectful to the Exam ethics. Use own Stationary.

No		Questions	Marks	CLO Level
Q1	a)	Briefly explain the terms *operations management* and *supply chain.*	2.5	CLO-1 L-1
	b)	Identify the three major functional areas of business organizations and briefly describe how they are interrelated.	2.5	CLO-1 L-3
Q2	a)	Starbucks is the largest coffeehouse chain and one of the most recognizable brands with its 35000+ outlets worldwide. They offer over 87,000 different drink combinations and offer classical atmosphere to their customers. Explain the Starbucks business offering based on "Goods & Service continuum model".	5	CLO-1 L-2
Q3	a)	"Take-out" a renowned fast-food outlet in Bangladesh able to prepare 127 chicken burger and 256 beef burgers in one and half hour with their five workers. i) Determine the labour productivity of "Take-out".	3	CLO-1 L-4
	b)	The following table shows data on the average number of customers processed by several bank service units each day. The hourly wage rate is Tk250, the overhead rate is 1.0 times labour cost, and material cost is Tk50 per customer.		

Unit	Employees	Customers Processed/Day
Department A	4	36
Department B	5	40
Department C	8	60
Department D	3	20

i) Determine the labour productivity for department A & C. (Use six-hour day). 3

ourdiu.com | Shared by Maisha Rahman

ii) Determine the multifactor productivity for each unit. Use an eight-hour day for multifactor productivity. 3

Q4 a) Explain the term "three Rs" and how the three Rs relate to sustainability. 3 CLO-1 L-2

b) Explain, how does the concept of the product life cycle influence a company's marketing and product development strategies, and what specific actions can a company take at each stage of the product life cycle to maximize its product's success in the market? 3

39
210556

0,00178