

FOURTH SEMESTER UG DEGREE EXAMINATION, APRIL 2024**BACHELOR OF SPORTS MANAGEMENT****GBSM4B08T: OPERATIONS MANAGEMENT IN SPORTS - I****Time: 2 Hours****Maximum Marks: 60****SECTION A: Answer the following questions. Each carries *two* marks.****(Ceiling 20 Marks)**

1. Mention any two objectives of OM.
2. Define combination layout.
3. What is inventory management?
4. Define the term TQM.
5. State Queuing theory.
6. Define the term outbound logistics.
7. What do you mean by third party logistics?
8. What is CRM?
9. Define free layout.
10. What do you mean by convenient stores?
11. Distinguish between whole sale and retail.
12. Define the term Hypermarket.

SECTION B: Answer the following questions. Each carries *five* marks.**(Ceiling 30 Marks)**

13. Discuss the objectives and scope of operations management.
14. Write a note on Programmable Logic Controller (PLC) and Industrial Control Systems (ICS).
15. Explain different types of logistics.
16. Distinguish between inbound and outbound logistics.
17. Explain customer decision making process.
18. How POP displays influence customer's purchasing behaviour? Explain with an example.
19. Write a note on the influence of AI in retail industry.

SECTION C: Answer any *one* question. Each carries *ten* marks.

20. Elucidate the importance of information technology (IT) in supply chain.
21. You might have come across different types / strategies of pricing. Identify and explain the suitable pricing strategies in the following scenario:
- a. A new apparel shop called “R & B” & “Zudio” have opened outlets across Kozhikode district and the price is on the lower side but good products.
 - b. Kia Seltos 2024 has been launched with the pricing Rs. 10,99,990 instead of Rs. 11,00,000.
 - c. Apple iPhone 15 pro 256 GB was launched at Rs. 1,39,990 and now it is priced at Rs. 1,34,000.

(1 x 10 = 20 Marks)