

FIFTH SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2024

BSM

GBSM5B11T: OPERATIONS MANAGEMENT IN SPORTS - II

Time: 2 ½ Hours

Maximum Marks: 80

**SECTION A: Answer the following questions. Each carries *two* marks.
(Ceiling 25 marks)**

1. Define project management.
2. What is a retail store?
3. What is license renewal in store administration?
4. What is store audit?
5. State a few examples of ISO standard application.
6. How do you ensure quality in business operations?
7. Define critical path.
8. List out six sigma quality.
9. Who is a customer?
10. Comment on a store checklist.
11. What are the types of stores on the basis of operational structure?
12. What are the responsibilities of a store administrator?
13. State Deming's theory of variance.
14. Write an account on strategic planning.
15. Explain the objectives of distribution centers.

**SECTION B: Answer the following questions. Each carries *five* marks.
(Ceiling 35 marks)**

16. Explain the procedure of opening and closing a Store.
17. What are the different types of retail stores?
18. Discuss about the duties of a Distribution Centre Head.
19. Why customer care is a crucial function in retail operations?
20. Explain McKinsey 7S model.
21. Differentiate between PERT and CPM.
22. How do you handle Counterfeit Currencies in a store?
23. Explain about Customer buying behavior.

SECTION C: Answer any two questions. Each carries *ten* marks.

24. Discuss in detail the importance of store management. Explain with examples the various types of stores.
25. Explain about cash management and customer checkout in retail outlets.
26. Enlist and describe the Project Planning Process.
27. What is a quality system? Explain the quality management principles.

(2 × 10 = 20 Marks)