**SESSION AUG/SEP 2022**

**PROGRAM MASTERS OF BUINESS ADMINISTRATION**

**SEMESTER SEM III**

**COURSE CODE &amp; NAME DRMM303 ADVANCE OPERATIONAL RESEARCH**

**CREDITS 4**

**Assignment Set – 1**

**1. Define the process of operations management. List out the objectives of operationsmanagement.**

**Ans:** POM as a study focuses on the activities and procedures involved in producing products and services. Production and Operations Management is the work function in charge of managing the production of commodities and the delivery of services. Because it provides what others offer, pay, and are accountable for, it is an important requisite in every organization.

The

**2. Mention the functions performed by production planning and control department.**

**Ans: The functions performed by production planning and control department:-**

• Order preparation

• Materials planning

• Routing or process planning

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**3. Mention 5 R’S of material management. Explain managing material flow in asupply chain.**

**Ans: Materials management** is frequently used by businesses to process productivity and follow up on these processes through inventories, giving them logistical and even financial control over everything invested and providing them with a stepwise understanding of all that is accomplished and needs to

**Assignment Set – 2**

**1. Define store layout? Explain the goals and elements of visual merchandizing.**

**Ans:** Customers are led on a tour through the store using various methods to persuade them to make a purchase. For instance, a "decompression zone," a 5- to 15-footwide area for shoppers is needed to spread out and take stock of their surroundings upon entering the store.

There are three

**2. What is Brand Positioning? Mention the features of brand management process.**

**Ans: Brand positioning** refers to the steps taken to establish an image for your product or service in the minds of potential buyers. Brand positioning is the method by which you differentiate your company from the competition. Brand positioning is successful when consumers view the brand favourably and associate it with quality and reliability. When combined, these

**3. Explain Fashion Retailing. List out some suggestions to strengthen the security atmalls.**

**Ans: Fashion Retailing**Fashion retailers serve as a link between designers and end consumers. Once the ideal distributor has been located, plans for fashion advertising and ensuring a trouble-free flow of goods from manufacturers to consumers can be drawn up. They also make sure