Total No. of Pages : ☐2

Register Number :

Name of the Candidate :

M.B.A. DEGREE EXAMINATION DECEMBER 2013.

(OPERATIONS MANAGEMENT (ONLINE))

(SECOND YEAR)

260 — LOCATION PLANNING AND ANALYSIS

Time : Three hours   Maximum : 75 marks

SECTION A

Answer any FIVE questions.   (5 × 3 = 15)

All questions carry equal marks.

1.   Discuss the nature of location decisions.

2.   Discuss the importance of transportation, environmental in making location decision.

3.   Discuss the points to be considered in selecting a service location.

4.   Discuss about location of raw materials.

5.   What are the cost associated with doing business?

6.   Discuss the factors to be considered while goods are transported.

7.   What points are to be highlighted in marketing strategy for a business?

8.   Discuss the importance of location planning and its analyses.

SECTION B

Answer any THREE questions.   (3 × 10 = 30)

All questions carry equal marks.

9.   What are the various issues associated with decisions regarding location?

10.   Discuss the importance of location of markets.

11. What are the various considerations for multiple plants with regarding to service location?

12. Discuss the various decisions associated with movement costs of raw materials.

13. What is factor rating? Also add a note on its advantages and applications.

SECTION C

Answer any ONE questions.   (1 × 15 = 15)

14. Discuss the various decisions associated with minimum distribution costs.

15. What is centre of gravity model? Explain.

16. Discuss the issues associated with depletion of resources. What are the decision that management has to take in such situations?

SECTION D

Compulsory questions.   (1 × 15 = 15)

17. Discuss the trends in locations of services. Also add a note on the ways of evaluating such locations.

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