Program:	**T.Y.B.Com**	**Semester:** V	**Program Code:** UGCOM01
Course:	**Industry & Service Management - IV**		**Course Code:**
Duration:	**2 Hours**	**Examination Pattern:** NEP-Autonomous /External.	**Max. Marks:** 60

Instructions:

1. Answer any 4 from Q1 to Q6
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Case Study Analysis**	[15]	CO's	KL's
		Brew & Bean Café started as a small coffee shop in Pune and expanded into a chain across Maharashtra. It prepares coffee, sandwiches, and desserts in a central kitchen and supplies them daily to its outlets. Initially, activities such as inventory management and order taking were done manually. With growth, the company introduced billing software, digital inventory systems, and online ordering through its mobile app, improving efficiency and reducing customer waiting time. The company follows a batch production system, preparing food items in batches every morning before distributing them to different outlets. This helps maintain consistent quality while meeting customer demand. Brew & Bean also focuses on customer experience. Customers can order at the café, through self-service kiosks, or via the mobile app. Staff are trained to greet customers, answer queries, and resolve complaints quickly. A recent survey showed high satisfaction with product quality but highlighted delays in online order updates. To address this, management plans to introduce an AI-powered chatbot for instant responses and improved customer interaction.			
		Answer the following questions:			
	(a)	Identify the two major operational systems used by Brew & Bean Café.	**(03)**	**CO1**	**L2**
	(b)	Mention any three improvements introduced by the café as it expanded its operations.	**(03)**	**CO1**	**L2**
	(c)	Which type of production system does Brew & Bean Café use? Why is it suitable?	**(03)**	**CO1**	**L3**
	(d)	How does Brew & Bean ensure a positive customer interaction?	**(03)**	**CO1**	**L3**
	(e)	If Brew & Bean plans to introduce a 24-hour home delivery service, suggest two changes it should make in its production or service operations to ensure customer satisfaction. Justify your answer.	**(03)**	**CO1**	**L4**

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Q. 2		**Answer any TWO of the following.**	**[15]**	**CO's**	**KL's**
	(a)	Give a brief on the industrial revolution with respect to various technologies.		**CO1**	**L1**
	(b)	Illuminate the list of manufacturing models used in production. Provide suitable examples wherever applicable.		**CO1**	**L3**
	(c)	Articulate the 7Ps applicable in service industry.		**CO1**	**L3**
Q. 3		**Answer any TWO of the following.**	**[15]**	**CO's**	**KL's**
	(a)	What is production planning and control system? Classify the various steps involved in the same.		**CO2**	**L2**
	(b)	Illustrate the difference between process layout and product layout.		**CO2**	**L4**
	(c)	Write the meaning of six sigma. Evaluate the important methodologies involved in six sigma.		**CO2**	**L5**
Q. 4		**Answer any TWO of the following.**	**[15]**	**CO's**	**KL's**
	(a)	Describe the concept of design thinking and enlist its core principles.		**CO3**	**L1**
	(b)	Summarize empathy mapping with the help of a diagram. Share relevant example for the same.		**CO3**	**L6**
	(c)	Explain the ideation techniques – SCAMPER and brainstorming.		**CO3**	**L2**
Q. 5		**Answer any TWO of the following.**	**[15]**	**CO's**	**KL's**
	(a)	What is digital transformation? Quote and explain the various technologies involved in digital transformation		**CO4**	**L1**
	(b)	Provide the positive and negative impact of technology and digital transformation on business and industry.		**CO4**	**L6**
	(c)	Write the various ethical practices conducted in digital transformation.		**CO4**	**L1**
Q. 6		**Write short note on any THREE.**	**[15]**	**CO's**	**KL's**
	(a)	Service blueprint		**CO2**	**L2**
	(b)	TQM		**CO3**	**L3**
	(c)	3Ps of sustainable operations		**CO4**	**L1**
	(d)	Service encounter		**CO3**	**L1**
	(e)	Industry 4.0		**CO4**	**L1**

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