UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination – April, 2017

Program/course:	BBA RM	Semester	: VI
Subject:	Location Strategies	Max. Marks	: 100
Code :	BBCR 183	Duration	: 3 Hrs
No. of page/s:	4		

Section A

Q1. Multiple Choice Questions (10x2=20 Marks)

(i) Which of the following methods best considers intangible costs related to a location decision?
a. factor-rating method
b. locational break-even analysis
c. assignment method
d. transportation method

(ii). What is the major difference in focus between location decision in the service sector and in the manufacturing center?
a. The focus in manufacturing is revenue maximization, while the focus in service is cost minimization.
b. The focus in service is revenue maximization, while the focus in manufacturing is cost minimization.
c. The focus in manufacturing is on labor, while the focus in service is on raw materials.
d. There is no difference in focus.

(iii). Service/retail/professional location analysis typically has a
a. cost focus
b. revenue focus
c. labor focus
d. environmental focus

(iv). Industrial location analysis typically has a
a. cost focus.
b. revenue focus.
c. environmental focus.
d. labor focus.

(v). Which of the following is NOT a factor in the country location decision?

   a. location of markets
   b. labor availability
   c. zoning restrictions
   d. government rules

(vi). Which of the following is NOT a factor in the final site selection decision?

   a. site size
   b. cultural issues
   c. transportation systems
   d. environmental impact issues

(vii). Which of the following methods is a mathematical technique used for finding the best location for a single distribution point that services several stores or areas?

   a. center-of-gravity
   b. factor-rating
   c. transportation model
   d. locational break-even

(viii). The transportation method

   a. determines the best pattern of shipments from several points of supply to several points of demand.
   b. finds the location of a distribution center that minimizes distribution costs.
   c. performs a cost-volume analysis.
   d. uses both qualitative and quantitative factors.

(ix). A goods-producing location decision would stress the importance of

   a. utility and labor costs.
   b. appearance and image.
   c. parking and access.
   d. security and lighting.

(x). Your desire to run your own automobile company takes you to Detroit because it is advantageous to have

a.   proximity to competitors.
b.   proximity to suppliers.
c.   proximity to markets.
d.   proximity to intangible costs.

Section B

Attempt any 4 Questions (out of 5) [4x5 = 20 Marks]
Q2. What are various demographic factors for targeting the right location?   (5 Marks)
Q3. What is Index of Retail Saturation?   (5 Marks)
Q4. Define Huff's model of Trading Area.   (5 Marks)
Q5. Write short note on Industrial Park.   (5 Marks)
Q6. How GIS is useful in identification of suitable location?   (5 Marks)

Section C

Attempt any 2 Questions [out of 3] [2x15 = 30 Marks]

Q7. What would be the important location factors that KFC might consider before opening a new restaurant?   (15 Marks)

Q8. Explain the practical application of Regression Analysis by giving a suitable example. When should a company use this model for identifying a suitable location?   (15 Marks)

Q9. How are the location decisions for service operations and manufacturing operations similar, and how are they different?   (15 Marks)

Section D

(Analytical Question)

Q10. Given below is the data of Demand for two different sites in a same geographical area located at a distance of 25 Kms. You are required to analyse the data and find out which location would be better for the company to start their business. Also discuss the various factors that may be there for the variation in demand.   (15+15=30 Marks)

Year	Demand ('000Units)	
	Location A	Location B
2010	50	55
2011	55	58
2012	54	52
2013	62	55
2014	65	66
2015	70	58
2016	77	60