

Term End External Examination 4th Semester (Session- July 2024)

Subject: Business Administration

Course No and Title: *BBAC2422M/ Production and Operations Management*

Time: 2.15 hours      Max Marks:100      Min. Marks:40

**Section A: Objective Type Questions**

**Q1. Choose the appropriate Answer: (8x1.5=12)**

- i. What is the primary focus of Production and Operations Management?  
A Marketing Strategies      B Financial Planning  
C Human Resource      D Overseeing the production process Management
- ii. Which of the following is not a type of production system?  
A Continuous production      B Intermittent production system  
C Random production      D Job type production system
- iii. The Brown and Gibson Model is used for?  
A Inventory control      B Plant Location  
C Quality management      D Production scheduling
- iv. Product layout is most suitable for?  
A Custom jobs      B Batch production  
C Continuous production      D Intermittent production
- v. Which of the following is NOT a factor affecting process design?  
A Production capacity      B Market segmentation  
C Cost considerations      D Technological advancements
- vi. Which concept is closely associated with Aggregate Planning?  
A Inventory reduction      B Long-term capacity planning  
C Short-term scheduling      D Demand forecasting
- vii. Materials Requirement Planning (MRP) primarily helps in?  
A Inventory control      B Financial audits  
C Market research      D Employee training

- viii. Six Sigma methodology aims to?  
A Reduce production costs      B Improve production speed  
C Achieve high-quality standards with minimal defects      D Enhance marketing strategies

**Section-B: Descriptive Type Questions (Short Type)**

**Q2: Answer all the Questions (8 x 4 =32)**

- i. Define Production and Operations Management.
- ii. Discuss the key elements of an Operations Strategy.
- iii. Define Product, Process, and Cellular layouts with examples.
- iv. What are the key factors affecting process design in production?
- v. Define Production Planning and Control and its main objectives.
- vi. What are the different types of Production Planning and Control systems?
- vii. Explain the concept of ABC Analysis in inventory management.
- viii. What are the key principles of Just in Time (JIT) inventory control?

**Section – C: Descriptive Type Questions (Medium Type)**

**Answer all the questions: (4 x 7=28)**

- Q 3.** Discuss the historical evolution of Operations Management and its significance.

**OR**

Explain the differences between continuous and intermittent production systems with examples.

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**Q 4.** Discuss the steps involved in layout planning and analysis.

**OR**

Explain the concept of Assembly Line Balancing and its importance.

**Q 5.** Explain the concept and importance of Aggregate Planning.

**OR**

Discuss the various strategies used in Aggregate Planning and their associated costs.

**Q6.** Explain the concept and significance of Six Sigma in quality management.

**OR**

Describe the role of Value Engineering in production management.

**Section – D: Descriptive Type Questions (Long Type)**

**Answer any two of the following:**

**(2 x 14=28)**

**Q7.** Provide an in-depth overview of Production and Operations Management, covering its nature, scope, and importance in today's business environment.

**Q8.** What are the factors affecting plant location? Discuss their significance in facility location planning.

**Q9.** Explain the significance of Master Production Scheduling (MPS) in production management and the steps involved in creating an effective MPS.

**Q10.** Discuss the different types of Economic Order Quantity (EOQ) models and their applications under normal and discount considerations.