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B.B.A. (CBCS) DEGREE EXAMINATION,  
NOVEMBER 2024.

Fifth Semester

Business Administration — Core

PRODUCTION AND OPERATIONS MANAGEMENT

(For those who joined in July 2021 and 2022 only)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions..

Choose the correct answer.

1. What is the primary focus of Operations Management in the context of production processes?
  - (a) Developing marketing strategies
  - (b) Maximizing sales revenue
  - (c) Planning, organizing, and supervising production processes.
  - (d) Enhancing employee morale

2. How does operations management improve efficiency and productivity?
  - (a) By reducing the quality of products
  - (b) By optimizing processes to produce more with less
  - (c) By increasing the number of products offered
  - (d) By hiring more staff regardless of need
3. Why might a company choose to locate near its suppliers?
  - (a) To increase employee morale
  - (b) To improve customer service
  - (c) To reduce transportation costs for raw materials
  - (d) To enhance marketing strategies
4. What is a key benefit of having a well-planned facility layout?
  - (a) Reduced customer satisfaction
  - (b) Enhanced productivity
  - (c) Higher employee turnover
  - (d) Increased land costs

5. What type of facility layout is characterized by grouping similar activities together?
- (a) Product layout
  - (b) Process layout
  - (c) Fixed-position layout
  - (d) Hybrid layout
6. What is the primary purpose of Production Planning and Control (PPC)?
- (a) To minimize the use of technology in production
  - (b) To ensure efficient resource use in producing goods and services
  - (c) To focus solely on marketing strategies
  - (d) To maximize employee satisfaction
7. What is the primary function of scheduling in Production Planning?
- (a) To develop employee training programs
  - (b) To conduct market research
  - (c) To manage supplier relationships
  - (d) To create a timeline for production activities

8. What is the first step in a typical Quality Control process?
- (a) Defining standards
  - (b) Collecting data
  - (c) Implementing corrective actions
  - (d) Conducting inspections
9. What does Work Measurement primarily focus on?
- (a) Assessing the number of employees needed
  - (b) Measuring the quality of work produced
  - (c) Quantifying the time required to perform a specific task
  - (d) Quantifying employee satisfaction
10. In a call center, what might a Work Measurement study involve?
- (a) Measuring the number of agents on duty
  - (b) Surveying customer satisfaction
  - (c) Timing how long it takes agents to handle customer inquiries
  - (d) Counting the number of calls received

PART B — (5 × 5 = 25 marks)

Answer ALL questions by choosing (a) or (b).

Each answer should not exceed 250 words.

11. (a) List the objectives of production management.

Or

- (b) Why Green Production is important?

12. (a) List the factors influencing Plant Location.

Or

- (b) Write a note on Plant Layout.

13. (a) Write a note on Production Planning.

Or

- (b) What are the benefits of preventive maintenance?

14. (a) Write a note on Quality Control.

Or

- (b) List down the types of Control Charts.

15. (a) Write a note on Method Study.

Or

- (b) List the objectives of Work Measurement.

PART C — (5 × 8 = 40 marks)

Answer ALL the questions by choosing (a) or (b).

Each answer should not exceed 600 words.

16. (a) Explain the types of Production System.

Or

- (b) Explain the recent trends in production and operations management

17. (a) Explain the various types of Plant Layout.

Or

- (b) Explain the factors Influencing Plant Location.

18. (a) Explain the types of maintenance management.

Or

- (b) Explain the stages of production planning.

19. (a) Explain the concept of Quality Circle.

Or

- (b) Discuss the objectives and the functions of Quality Control.

20. (a) Explain the procedure of method study.

Or

(b) What are the steps for conducting a time study?

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