

BBA DEGREE END SEMESTER EXAMINATION : OCTOBER 2022**SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA****COURSE: 19U5CRBBA17 : OPERATIONS MANAGEMENT***(For Regular - 2020 Admissions)*

Time: Three Hours

Max. Marks: 60

PART A**Answer All (1 mark each)**

1. List out the 5P's of production management.
2. Mention the benefits of higher productivity.
3. List the objectives of production management.
4. What is Work Study?
5. Why is quality important inside an operation?
6. Name the techniques used for quality improvement.
7. Define TQM.
8. List out the main functions of production planning and control.

(1 x 8 = 8)**PART B****Answer any 6 (2 marks each)**

9. Differentiate between Production Management and Operations Management.
10. Mention the steps involved in production planning and control.
11. What are the objectives of inventory management?
12. State the objectives of Quality Control.
13. Mention any four objectives of plant layout.
14. Discuss the scope or functions of materials management.
15. What do you understand by 'Quality'? How is the emphasis shifting from Quality Assurance?
16. Discuss the features of six sigma.

(2 x 6 = 12)**PART C****Answer any 4 (5 marks each)**

17. Explain the classifications of production system.
18. Describe Six Sigma process of Japanese manufacturing.
19. Discuss the various roles and responsibilities of operations manager.
20. What is the need for managing and controlling inventory? Explain the objectives of materials management.
21. List and explain the problems faced while designing layouts.
22. When does a location decision arise and what are the factors influencing the location (plant/facility) decision?

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Explain the quality control techniques with example.
24. Discuss the concept and importance of Method Study and Work Measurement.
25. What do you mean by inventory management? Explain the techniques of inventory control. Which is the most widely used method of inventory control? Mention the reason.
26. What is the role of operations in an organization? What are the other functions in an organization? Are these functions independent of one another? Give some examples to support your argument.

(10 x 2 = 20)
