

Reg. No .....

Name .....

23U511

**B.B.A DEGREE END SEMESTER EXAMINATION : NOVEMBER 2023**

**SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA**

**COURSE : 19U5CRBBA17 : OPERATIONS MANAGEMENT**

*(For Regular 2021 Admission and Supplementary 2020 Admission)*

Time : Three Hours

Max. Marks: 60

**PART A**

**Answer All (1 mark each)**

1. Why quality assurance is important?
2. In which layout the workstations are brought to the material.
3. Explain one of the most important component 'the conversion process' in production system.
4. Define Material Management?
5. Define production control with an objective.
6. cost savings and efficiency in \_\_\_\_\_.
7. What is operation function?
8. Mention any one method of inventory management.

**(1 x 8 = 8)**

**PART B**

**Answer any 6 (2 marks each)**

9. Plant and Machinery are flexible in batch production- Comment.
10. What does the 'The process' and 'The programme' refers to in the five P's of production?
11. Elaborate various methods of purchasing?
12. Time and motions studies are tools used by which management theory?
13. What is the role of a material manager in an organisation?
14. What is the main objective of carrying out total productive maintenance (TPM)?
15. What are the primary activities of production planning?
16. How is Total Quality Management related to Six Sigma?

**(2 x 6 = 12)**

**PART C**

**Answer any 4 (5 marks each)**

17. Mention any 5 merits of production control.
18. What are the objectives of plant layout?
19. Elaborate Why does the Operations management teams attempt to balance costs with revenue?
20. What are the qualities or skills needed to be successful in quality control?
21. Define Inventory Control and state the different types of inventories.
22. Define Batch production according to APICS. Mention any one example for batch production.

**(5 x 4 = 20)**

**PART D**

**Answer any 2 (10 marks each)**

23. What are the stages of Production Planning and Control?
24. How does material management help in the production process?
25. What are the important components and aspects that you find significant while running a manufacturing firm? Elaborate.
26. Which layout provides the maximum flexibility in terms of change in product design, product mix and production volume?

**(10 x 2 = 20)**