

Reg. No

Name

24U511

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2024

SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA

COURSE : 19U5CRBBA17 : OPERATIONS MANAGEMENT

(For Regular 2022 Admission and Supplementary 2021/ 2020 Admissions)

Time : Three Hours

Max. Marks: 60

PART A

Answer All (1 mark each)

1. Advantages of production control are -----.
2. In which layout the workstations are brought to the material?
3. State any one objective of production planning and control.
4. Explain one advantage of cellular system.
5. Define Material Management?
6. What is production management ?
7. Why quality assurance is important?
8. Mention a function of inventory control.

(1 x 8 = 8)

PART B

Answer any 6 (2 marks each)

9. Define Work in Progress (WIP).
10. What is JIT Strategy? Why is it used in Material management?
11. What does the 'The process' and 'The programme' refers to in the five P's of production?
12. How is Total Quality Management related to Six Sigma?
13. Mention any 2 functions of production planning and control.
14. What is the main objective of carrying out total productive maintenance (TPM)?
15. Explain the production cycle with an example.
16. Mention any two factors influencing plant layout.

(2 x 6 = 12)

PART C

Answer any 4 (5 marks each)

17. How come production management keep production costs low as well as ensure efficiency and effectiveness?
18. With a real-life Business example outlay the ranking system in ABC Analysis?
19. Define Batch production according to APICS. Mention any one example for batch production.
20. List some quality management techniques.
21. Why is Inventory Management important in PPC?
22. How does motion study and time study improve work and help in reducing wastage

(5 x 4 = 20)

PART D

Answer any 2 (10 marks each)

23. Elucidate the steps involved in Production Planning.
24. What is plant layout? Explain why business site, selection of equipment, and type of building must be considered simultaneously in the development of plant layout ?
25. According to you which is the most beneficial production system and explain why?
26. Explain different types of Material Management.

(10 x 2 = 20)