

B.B.A. DEGREE END SEMESTER EXAMINATION - OCTOBER 2025**SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U5CRBBA17 : OPERATIONS MANAGEMENT***(For Regular 2023 Admission and Supplementary 2022/ 2021/ 2020 Admissions)*

Time : Three Hours

Max. Marks: 60

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

1. Why quality assurance is important?
2. Cost savings and efficiency in _____.
3. Advantages of production control are -----.
4. Mention any one method of inventory management.
5. In which layout the workstations are brought to the material?
6. What is operation function ?
7. Define Material Management?
8. What is production management ?

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

9. Elucidate a steady flow of production?
10. Elaborate various methods of purchasing.
11. How is Total Quality Management related to Six Sigma?
12. What is the main objective of carrying out total productive maintenance (TPM)?
13. Explain the production cycle with an example.
14. Explain In brief how is ABC Analysis useful in Inventory management.
15. Explain the time study equipments.
16. What does the 'The process' and 'The programme' refers to in the five P's of production?

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

17. Elaborate the factors influencing the process of PPC.
18. List some quality management techniques.
19. Describe the importance of Inputs in production.
20. Explain inventory control and state it's functions.
21. Define Batch production according to APICS. Mention any one example for batch production.
22. How does motion study help in an organisation?

(5 x 4 = 20)**PART D****Answer any 2 (10 marks each)**

23. What are the areas covered under production planning?
24. How does the operator's become more skilled and competent in a job shop production?

25. How does material management help in the production process?
26. In which type of layout, the machines of similar type are located together according to their function ?

(10 x 2 = 20)