

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2026**UGP (HONS) SEMESTER - 4: (BBA INTEGRATED MARKETING & BBA BUSINESS ANALYTICS)****COURSE: 24UBBACCR205: OPERATIONS MANAGEMENT***(For Regular 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

PART –A**ANSWER ANY 5 OUT OF 8 QUESTIONS (3 Mark questions)**

1. What are the main objectives of operations management? (CO1, R)
2. Distinguish between *production* and *operation*? (CO1, A)
3. State three functions of production management? (CO1, U)
4. What are the advantages of implementing PPC strategies? (CO2, A)
5. What is a bottleneck? Give example (CO3, U)
6. Explain the term Plant layout and workplace layout? (CO4, R)
7. State “ISO 9000 as a platform for quality control” (CO5, U)
8. What is Total Productive Maintenance? (CO5, R)

(3 x 5 = 15)**PART – B****Answer any 3 out of 6 questions. (5 mark questions)**

9. Analyse the major functions of production and operations manager in a manufacturing organization? (CO1, A)
10. Discuss different types of production systems and their suitability? (CO1, A)
11. Explain the different quality control techniques used in a production unit? (CO5, E)
12. Describe the significance of six sigma? (CO5, U)
13. Critically evaluate the difference between Product and Process Layout? (CO1, E)
14. State the scope of Material management? (CO3, U)

(5 x 3 = 15)

PART – C

Answer any one out of 2 questions. (20 Mark questions)

15. Critically analyse the term in detail - ABC, EOQ, JIT, FIFO? (CO3, A)
16. Evaluate in detail the steps involved in Production planning and control with example? (CO2, E)
- (20 x 1 = 20)**

PART – D

Answer one out of 2 questions. (case study)

17. **GreenTech Electronics Pvt. Ltd.**, located in Ernakulam, manufactures LED televisions and home appliances. Recently, the company started facing several problems:
Shortage of raw materials during peak season, Excess stock of some components lying unused in the warehouse, Increase in storage and handling costs, Delay in production due to late delivery from suppliers

Some materials became outdated before use -The management realized that there was no proper system for purchasing, storing, and controlling materials. Orders were placed randomly without checking stock levels. There was no proper inventory control method.

To solve the issue, the company introduced:

- Proper purchase planning
- Inventory control techniques like EOQ
- Regular stock verification
- Better coordination between purchase and production departments
- Selection of reliable suppliers

After implementing these changes:

- Wastage reduced
- Production delays decreased
- Storage cost came down
- Profit increased

Each question carries 5 marks

1. Summary (CO3, U)
2. What is material management? Identify two problems faced by the company? (CO3, A)
3. Why was excess stock a problem? Name any two techniques used to improve material management? (CO3, E)

4. State two benefits of proper material management?

(CO3, R)

OR

18. **Speed Wear Garments Pvt. Ltd.**, a clothing manufacturing company in Tiruppur, produces school uniforms and casual wear. Recently, the company faced the following problems:

- Production targets were not met on time
- Workers complained about heavy workload
Some employees finished tasks quickly while others took longer
- Overtime costs increased
- Delivery to customers was delayed

The management realized that there was no proper system to measure how long each task should take. Workers were assigned work based on guesswork rather than scientific analysis. To solve the issue, the company: Conducted a **time study** to measure the time required for stitching, cutting, and packing

- Standardized work procedures
- Rearranged the workspace to reduce unnecessary movements
- Provided training to improve worker skills

Introduced incentives for meeting standard time. After implementing these improvements:

- Productivity increased
- Overtime costs reduced
- Workers became more satisfied
- Deliveries were made on time

(Each question carries 5 mark)

1. Summary (CO4, U)
2. What is work measurement? What is work improvement? (CO4, R)
3. Identify two problems faced by the company? (CO4, A)
4. Name two techniques used by the company and State two benefits achieved after implementing changes? (CO4, E)

(20 x 1 = 20)