

**B.B.A. DEGREE END SEMESTER (SAY) EXAMINATION - MAY 2026****SEMESTER 5 : INTEGRATED MARKETING AND NEW MEDIA****COURSE : 19U5CRBBA17 - OPERATIONS MANAGEMENT***(For Supplementary (SAY) 2023 Admission)*

Time : Three Hours

Max. Marks: 60

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

1. Define Total Quality.
2. State any one objective of production planning and control.
3. Mention a function of inventory control.
4. Explain one of the most important component 'the conversion process' in production system.
5. Mention an example of JIT inventory.
6. Explain the Principles of motion study.
7. What is Inventory Management?
8. Explain one advantage of cellular system.

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

9. What are the objectives of Materials Management?
10. What is the importance of standards in quality control?
11. What is the purpose of time study?
12. Plant and Machinery are flexible in batch production- Comment.
13. What are the functions of intranet in quality control?
14. Define Work in Progress (WIP).
15. Define MRP in PPC.
16. Explain the term 'Milieu' in 6ms of production management.

**(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. What are the advantages and disadvantages of Zero Stock buying?
19. Write a short note on the importance of planning in modern day production.
20. Why is Inventory Management important in PPC?
21. How does motion study and time study improve work and helps in reducing wastage?
22. What is the difference between TPM and TQM?

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

23. Write short notes on (i) Techniques of plant layout, (ii) Factory influencing plant layout, (iii) Procedure for plant Layout.

24. Write a short note on continuous production focusing on its features, advantages and limitations with examples to back your points.
25. Elucidate the steps taken in production planning and control.
26. Distinguish between Speculative Purchasing & Hand-to-mouth purchasing.

**(10 x 2 = 20)**