

63/1 (SEM-3) GE3/BBAHG3036

2023

BUSINESS ADMINISTRATION

Paper : BBAHG3036

(Productions and Operations Management)

Full Marks : 80

Pass Marks : 32

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

1. Choose the correct answer (any six) : 1×6=6

(a) Which of the following would an operations manager not be responsible for?

(i) Safety and maintenance

(ii) Sales and marketing

(iii) Selecting suppliers

(iv) Recruiting employees

(2)

- (b) Which of the following Managers would be least likely to be considered in an operations management role within an organization?
- (i) Production Manager
 - (ii) Reservations Manager
 - (iii) Financial Risk Manager
 - (iv) Quality Manager
- (c) Which of the following functions of an organization consists of all activities directly related to production of a good or service?
- (i) Operations
 - (ii) Marketing
 - (iii) Accounting
 - (iv) Finance
- (d) Companies choose various ways to design their products, which include
- (i) standardization
 - (ii) mass customization
 - (iii) robust design
 - (iv) All of the above

(3)

- (e) Regional factors for location planning include all of the following, *except*
- (i) raw materials
 - (ii) markets
 - (iii) labour considerations
 - (iv) attitudes
- (f) Which one of the following is an example of site-related factors that affect location decision?
- (i) Transportation
 - (ii) Quality of life
 - (iii) Location of new markets
 - (iv) Location of raw materials
- (g) Objective of work study is to improve
- (i) cycle time
 - (ii) productivity
 - (iii) production
 - (iv) All of the above

(h) Transformations are the operations that ____ inputs into outputs.

- (i) convert
- (ii) divert
- (iii) revert
- (iv) All of the above

(i) Operations can be classified according to the degree of variation in demand and visibility of the operation as well as their volume and variety of production. Which of the following operations would be classified as high variation and high visibility?

- (i) A front office banker
- (ii) A family doctor
- (iii) A carpenter
- (iv) A fast food restaurant

(j) The role of a/an ____ is to sustain, protect, and project the company's operations side.

- (i) project manager
- (ii) operations manager
- (iii) finance manager
- (iv) marketing manager

2. Answer any *five* of the following questions :
2×5=10

- (a) What do you mean by production system?
- (b) What is continuous production?
- (c) What do you mean by plant location?
- (d) Define material handling.
- (e) What do you mean by materials management?
- (f) What do you mean by 'standardization'?
- (g) What are the objectives of inventory control?

3. Answer any *six* of the following questions :
5×6=30

- (a) Distinguish between manufacturing operations and service operations.
- (b) What is mass production? What are its characteristics, advantages and limitations?
- (c) Mention any four objectives of plant layout.
- (d) Explain the reasons for global or foreign location.

(6)

- (e) Explain the objectives of material handling.
- (f) Discuss the scope of materials management.
- (g) Discuss the purchasing procedure.
- (h) Discuss the process of capacity planning.
- (i) What is inspection? Explain the purpose of inspection. 1+4=5
- (j) Discuss the steps involved in method study.

4. Answer any two of the following questions :
10×2=20

- (a) Explain the factors influencing plant location.
- (b) Discuss the factors to be considered while selecting material handling equipment.
- (c) Discuss the productivity improvement techniques.
- (d) Discuss the fundamental factors affecting quality.

(7)

5. Answer any one of the following questions : 14

- (a) Explain the scope of production and operations management.
- (b) Discuss the scope of materials management.
- (c) Discuss the various techniques of work measurement.
