

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**BBA DEGREE EXAMINATION MAY 2025
(Third Semester)**

Branch – **BUSINESS ADMINISTRATION /**

BUSINESS ADMINISTRATION (INFORMATION SYSTEM)

PRODUCTION AND OPERATION MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

| Module No. | Question No. | Question | K Level | CO |
|------------|--------------|--|---------|-----|
| 1 | 1 | Which of the following is not an objective of operation management? (a) Customer Satisfaction (c) Time line (b) Employee Punishment (d) Both a and b | K2 | CO1 |
| | 2 | In the context of product development, what does MVP stand for? (a) Most valuable (b) Minimum viable product (c) Maximum value Proposition (d) Market viability plan | K2 | CO1 |
| 2 | 3 | _____ capacity and process selection have a direct relationship. (a) Product design (b) Product development (c) Product management (d) product | K3 | CO2 |
| | 4 | Which of the following is a primary consideration in process selection? (a) Product variety (b) Cost of raw materials (c) Employee satisfaction (d) Supplier relationships | K3 | CO2 |
| 3 | 5 | Location manufacturing plants such that they serve particular geographic segments is a _____ plant strategy (a) Product (c) Process (b) Market area (d) Market Penetration | K3 | CO3 |
| | 6 | Which of the following is not a common strategy used in aggregate planning? (a) Level production strategy (b) Chase demand strategy (c) Hybrid Strategy (d) Inventory Stock-out Strategy | K3 | CO3 |
| 4 | 7 | Which of the following is not an area to responsibilities for logistics manager? (a) Inventory (c) Warehousing (b) Marketing (d) Purchasing | K4 | CO4 |
| | 8 | What does the term "Logistics" refers to in supply chain management? (a) The process of selecting suppliers (b) The transportation and storage of goods (c) The financial management of the supply chain (d) The creation of marketing strategies. | K4 | CO4 |
| 5 | 9 | _____ is not a process tools for TQM systems. (a) Process flow (c) Plier (b) Histograms (d) Controls Charts | K4 | CO5 |
| | 10 | Which type of maintenance involves performing tasks only when equipment fails? (a) Reactive maintenance (b) Preventive maintenance (c) Predictive maintenance (d) Proactive maintenance | K4 | CO5 |

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 × 7 = 35)

| Module No. | Question No. | Question | K Level | CO |
|------------|--------------|--|---------|-----|
| 1 | 11.a. | List out the scope of Operation Management. | K2 | CO1 |
| | (OR) | | | |
| | 11.b. | State the Principles of Service Design. | | |
| 2 | 12.a. | Explain the various Methods of Analysis.. | K3 | CO2 |
| | (OR) | | | |
| | 12.b. | Write a short notes on (a) Motion Study. (b) Work measurement. | | |
| 3 | 13.a. | Explain the importance of Layout Decision. | K3 | CO3 |
| | (OR) | | | |
| | 13.b. | Write a short notes on (i) Market Scheduling and (ii) Scheduling. | | |
| 4 | 14.a. | Enumerate the benefits of E-Procurement. | K4 | CO4 |
| | (OR) | | | |
| | 14.b. | Justify the various types of JIT. | | |
| 5 | 15.a. | Analyse the different types of Bench Marking. | K4. | CO5 |
| | (OR) | | | |
| | 15.b. | Classify the importance of Maintenance. | | |

SECTION -C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

(3 × 10 = 30)

| Module No. | Question No. | Question | K Level | CO |
|------------|--------------|---|---------|-----|
| 1 | 16 | Elaborate the Major types of Product Development. | K2 | CO1 |
| 2 | 17 | Enumerate the determinants of Effective Capacity. | K3 | CO2 |
| 3 | 18 | Describe the various types of Layout. | K3 | CO3 |
| 4 | 19 | Explain the functions of Inventory. | K4 | CO4 |
| 5 | 20 | Analyse the principle of Six Sigma. Discuss in detail | K4 | CO5 |

Z-Z-Z

END