

**PSG COLLEGE OF ARTS & SCIENCE**  
(AUTONOMOUS)  
**BBA DEGREE EXAMINATION DECEMBER 2025**  
(Third Semester)

Common to Branches - **BUSINESS ADMINISTRATION / BUSINESS ADMINISTRATION(INFORMATION SYSTEM)**

**PRODUCTION AND OPERATIONS 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            | Production management is primarily concerned with -----<br>a) Planning and controlling of marketing activities<br>b) Planning and controlling of financial activities<br>c) Planning and controlling of production activities<br>d) Planning and controlling of human resources | K1      | CO1 |
|            | 2            | Which of the following is NOT a scope of operations management?<br>a) Product design and development b) Forecasting demand<br>c) Marketing segmentation d) Quality control  | K2      | CO1 |
| 2          | 3            | The decision whether to produce in-house or purchase from an outside supplier is called-----<br>a) Break-even analysis b) Capacity planning<br>c) Make or buy decision d) Line balancing  | K1      | CO2 |
|            | 4            | Motion study is mainly used to-----<br>a) Measure financial performance<br>b) Analyze movements to improve efficiency<br>c) Control material wastage<br>d) Estimate customer demand   | K2      | CO2 |
| 3          | 5            | The main objective of location planning is to-----<br>a) Increase labour cost<br>b) Minimize overall cost and maximize customer service<br>c) Increase marketing activities<br>d) Reduce product variety  | K1      | CO3 |
|            | 6            | Service location strategies primarily focus on-----<br>a) Reducing production cost<br>b) Minimizing labour turnover<br>c) Maximizing customer convenience and accessibility<br>d) Standardizing processes   | K2      | CO3 |
| 4          | 7            | The main objective of supply chain management is to-----<br>a) Increase product variety<br>b) Maximize efficiency and customer satisfaction<br>c) Minimize supplier base<br>d) Focus only on transportation   | K1      | CO4 |
|            | 8            | MRP stands for-----<br>a) Material Requirements Planning<br>b) Manufacturing Resource Planning<br>c) Management Resource Program<br>d) Master Resource Planning   | K2      | CO4 |
| 5          | 9            | ISO 9001 certification deals with -----<br>a) Environmental management b) Quality management systems<br>c) Food safety standards d) Occupational health and safety  | K1      | CO5 |
|            | 10           | Six Sigma methodology mainly focuses on-----<br>a) Increasing product variety b) Reducing defects and variation<br>c) Maximizing advertising efficiency d) Expanding warehouse size   | K2      | CO5 |

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**SECTION - B (35 Marks)**

Answer ALL questions

ALL questions carry EQUAL Marks  $(5 \times 7 = 35)$ 

| Module No. | Question No. | Question   | K Level | CO  |
|------------|--------------|--|---------|-----|
| 1          | 11.a.        | Define the term Production and Operations Management. Explain its importance in modern business.<br><br>(OR) | K2      | CO1 |
|            | 11.b.        | Interpret different approaches to demand forecasting.  |         |     |
| 2          | 12.a.        | Define capacity planning and discover its important for organizations?<br><br>(OR)                           | K3      | CO2 |
|            | 12.b.        | Express the differences between make-or-buy decisions and outsourcing decisions.                             |         |     |
| 3          | 13.a.        | Define location planning and stimulate its important for business organizations.<br><br>(OR)                 | K3      | CO3 |
|            | 13.b.        | Predict the major factors affecting location decisions.  |         |     |
| 4          | 14.a.        | What is E-procurement? State its advantages.<br><br>(OR)   | K4      | CO4 |
|            | 14.b.        | What is Just-in-Time (JIT)? State its features.  |         |     |
| 5          | 15.a.        | Identify the term Total Quality Management (TQM) and Explain its basic principles.<br><br>(OR)               | K4      | CO5 |
|            | 15.b.        | Explain different types of maintenance strategies.   |         |     |

**SECTION -C (30 Marks)**

Answer ANY THREE questions

ALL questions carry EQUAL Marks  $(3 \times 10 = 30)$ 

| Module No. | Question No. | Question  | K Level | CO  |
|------------|--------------|---|---------|-----|
| 1          | 16           | Examine the objectives and functions of Production and Operations Management.                 | K4      | CO1 |
| 2          | 17           | Analyze the factors influencing make-or-buy and outsourcing decisions with suitable examples. | K4      | CO2 |
| 3          | 18           | Interpret the various layout strategies and highlight their merits and demerits.              | K5      | CO3 |
| 4          | 19           | Explain the role of supplier development and evaluation in strengthening supply chains.       | K5      | CO4 |
| 5          | 20           | Elaborate the Six Sigma methodology. How does it help in quality improvement?                 | K6      | CO5 |

Z-Z-Z END