

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 ----- a) Planning and controlling of marketing activities b) Planning and controlling of financial activities c) Planning and controlling of production activities d) Planning and controlling of human resources	K1	CO1
	2	Which of the following is NOT a scope of operations management? a) Product design and development b) Forecasting demand 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----- a) Break-even analysis b) Capacity planning c) Make or buy decision d) Line balancing	K1	CO2
	4	Motion study is mainly used to----- a) Measure financial performance b) Analyze movements to improve efficiency c) Control material wastage d) Estimate customer demand	K2	CO2
3	5	The main objective of location planning is to----- a) Increase labour cost b) Minimize overall cost and maximize customer service c) Increase marketing activities d) Reduce product variety	K1	CO3
	6	Service location strategies primarily focus on----- a) Reducing production cost b) Minimizing labour turnover c) Maximizing customer convenience and accessibility d) Standardizing processes	K2	CO3
4	7	The main objective of supply chain management is to----- a) Increase product variety b) Maximize efficiency and customer satisfaction c) Minimize supplier base d) Focus only on transportation	K1	CO4
	8	MRP stands for----- a) Material Requirements Planning b) Manufacturing Resource Planning c) Management Resource Program d) Master Resource Planning	K2	CO4
5	9	ISO 9001 certification deals with ----- a) Environmental management b) Quality management systems c) Food safety standards d) Occupational health and safety	K1	CO5
	10	Six Sigma methodology mainly focuses on----- a) Increasing product variety b) Reducing defects and variation c) Maximizing advertising efficiency d) Expanding warehouse size	K2	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.	Define the term Production and Operations Management. Explain its importance in modern business.	K2	CO1
	(OR)			
	11.b.	Interpret different approaches to demand forecasting.		
2	12.a.	Define capacity planning and discover its important for organizations?	K3	CO2
	(OR)			
	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.	K3	CO3
	(OR)			
	13.b.	Predict the major factors affecting location decisions.		
4	14.a.	What is E-procurement? State its advantages.	K4	CO4
	(OR)			
	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.	K4	CO5
	(OR)			
	15.b.	Explain different types of maintenance strategies.		

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	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