

**Dr. Babasaheb Ambedkar Open University**  
**Term End Examination July – 2023**

Course	: BBA	Date	: 02-Aug-23
Subject Code	: BBA 404	Time	: 12:45pm to 03:00pm
Subject Name	: Production & Operation Management	Duration	: 02.15 Hours
		Max. Marks	: 70

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**Section A**

**Answer the following (Attempt any three) (30)**

1. Explain the Functions of Production and Operations Management in details.
2. Explain the phases and objectives of Production planning and control in brief.
3. Explain the Total Quality Management (TQM) in details.
4. Explain the Characteristics of Good Product Design in details.
5. Explain the Phases of Operation Research in details.

**Section B**

**Answer the following (Attempt any four) (20)**

1. Explain the Factors Influencing Location.
2. Explain the Concept of Supply Chain Management.
3. Explain the Objectives and Types of Maintenance Management.
4. Explain the Product Life Cycle (Plc).
5. Explain the Importance of Sales Forecasting
6. Explain the Concept of Value Break Even Analysis

**Section C**

**Part – A (Multiple Choice Questions) (10)**

1. What is QFD?  
A Quality Functional Deployment      B Quality Functional Design  
C Both of these      D None of these
2. Group Technology is the combination of\_\_\_\_\_  
A Product and Process layout      B Product and Combination Layout  
C Fixed position and product layout      D None of these
3. What are the types of acceptance sampling?  
A Attributes sampling      B Variable sampling  
C Both of these      D None of these
4. What are the advantages of store management?  
A Scientific stock control      B Efficient stores issues  
C Periodic reviews      D All of these
5. What are the types of SCM software?  
A Planning applications      B Execution applications  
C Both A and B      D None of these
6. What are the necessary skills required for product design?  
A Industrial design      B Mechanical and electronic engineering  
C Graphic art      D All of these

- 7 Which of the following are information technologies?  
A CAD (Computer Aided Design)      B CAM (Computer Aided Manufacturing)  
C EDI (Electronic Data Interchange)      D All of these
- 8 What are the objectives of sales forecasting?  
A Budgeting      B Staffing  
C Production/Purchasing      D All of these
- 9 Operation research used in the field of  
A Manufacturing      B Transportation  
C Construction      D All of these
- 10 Which of the following is the example of fixed cost?  
A Capital Expenses      B Material  
C Labour      D None Of These

**Part – B (Do as Directed)**

**(10)**

- 1 Explain Network Analysis.  
2 What is meant by six sigma?  
3 What is Material Management?  
4 Define Control Charts.  
5 MRP stands for?  
6 Define Opinion approach.  
7 RAMPS stands for?  
8 Explain Queuing Theory.  
9 Define Game Theory.  
10 Define Break-even analysis.

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