PRN:		Course Code :	UBA 304

Second Year B.B.A End Semester Examination Winter 2023

Operations Management

Day and Date: Tuesday, 19/12/2023 Max Marks: **100**

Time : 2-00 to 5-00 PM Duration: **03** hrs

Instructions: All questions are compulsory.

			Marks	Bloom's Level	CO
Q.1	**Attempt the following**				
	a)	Describe the role of operations manager in manufacturing unit.	08	2	1
	b)	Distinguish between make to stock and make to order production system.	08	4	1
	c)	Discuss the application of operations strategies in cost reduction of manufacturing industries.	09	3	1
		or			
	d)	Explain the application of productivity measures in production units with example.	09	3	1
.2	**Attempt the following**				
	a)	Illustrate the process of product design which is followed by manufacturing organization.	08	2	2
	b)	Discuss the application of product layout and process layout with suitable example.	08	3	2
	c)	XYZ Ltd. is planning to enter in metal industry, justify which factors company should consider for the selection of location of the industry.	09	5	2
		or			
	d)	If the company GreenFlex Ltd. wants to expand their Floriculture industry in Southern region of India as an expert recommend two places for their new plant with justification.	09	5	2
Q.3	**Attempt the following**				
	a)	Explain the concept of production planning and production control.	08	2	3
	b)	Illustrate the importance of inspection in manufacturing industries.	08	2	3
	c)	Describe the application of EOQ model in controlling inventory cost.	09	3	3
		or			
	d)	Explain relevance of the short term planning in managing day to day operations.	09	3	3

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Q.4 **Attempt the following**

a)	Evaluate the consequence of poor quality control in manufacturing industries.	08	5	4
b)	Distinguish between in types of inspection which is carried out in manufacturing firms.	08	4	4
c)	Discuss on forward and backward scheduling techniques used in manufacturing firms.	09	2	4
	or			
d)	Demonstrate the concept of industry 4.0 adopted by manufacturing firms.	09	2	4

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