PRN:		Course Code :	PBA106R

First Year **M.B.A.** End Semester Examination Winter 2023

Operations Management

Day and Date: Friday, 22/12/2023 Max Marks: **50**

Time : 2.00 PM to 4.00 PM Duration: **02** hrs

Instructions: All questions are compulsory.

			Marks	Bloom's Level	CO
Q.1		**Attempt any two from the following**			
	a)	With suitable example elucidate the application of Jobshop production system.	06	3	1
	b)	Appraise the role of production manager in optimizing production resources.	06	5	1
	c)	Discuss any one method of productivity improvement in manufacturing industries.	06	2	1
Q.2		**Attempt any two from the following**			
	a)	Analyze the customer needs by considering core and augmented levels of product.	06	4	2
	b)	Demonstrate the application of product development process in mobile manufacturing industry.	06	3	2
	c)	Identify the key features consider while designing the new product.	06	2	2
Q.3		**Attempt the following**			
	a)	Discuss the application of factor rating method of finding the best location of the manufacturing industry.	06	3	3
	b)	Company ABC Ltd. is in the process of finding the location of their new production unit of paper industry, as an expert suggests two suitable locations along with the justification.	07	5	3
		or			
	b)	Company XYZ Ltd. is in the process of finding the location of their new production unit of automobile industry, as an expert suggests two suitable locations along with the justification.	07	5	3
Q.4		**Attempt the following**			
	a)	Propose the supply chain model suitable for the industrial product in Indian context with suitable example.	06	6	4
	b)	Analyze the role of artificial intelligence in manufacturing world	07	4	4
		or			
	b)	Infer the probable impact of inventory cost on cost of production.	07	4	4

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