Subject Code: BMB205

Paper Id: 252267

Roll No: | | | | | | | | | | | | | |

MBA
(SEM II) THEORY EXAMINATION 2024-25
OPERATIONS MANAGEMENT

TIME: 3 HRS M.MARKS: 70

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt *all* questions in brief. 02 x 7 = 14

Q no.	Question	CO	Level
a.	Define productivity and mention any two factors affecting it.	1	K2
b.	Mention any two key differences between a good and a service.	1	K3
c.	What is service blueprinting?	2	K1
d.	Define routing in the context of production planning and control.	2	K1
e.	Define the Bullwhip Effect in supply chain management.	2	K1
f.	What is the difference between inbound and outbound logistics?	3	K3
g.	Write a short note on Total Productive Maintenance (TPM).	2	K2

SECTION B

2. Attempt any *three* of the following: 07 x 3 = 21

Q no.	Question	CO	Level
a.	Explain the meaning, nature, and scope of Production and Operations Management. How is it relevant in modern business organizations?	1	K2
b.	Discuss the characteristics of services and explain how they influence service management practices in India.	2	K4
c.	Explain any three inventory control techniques with suitable examples.	3	K1
d.	Describe the impact of recent advancements of IT in Supply Chain Management.	4	K3
e.	Define Six Sigma. Describe its key principles and explain how it helps in reducing process variation and improving quality.	5	K4

SECTION C

3. Attempt any *one* part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Discuss the various factors that affect productivity. Explain any two methods used to measure productivity.	1	K2
b.	Describe the concept of work study. How do method study and work measurement contribute to operational efficiency?	2	K2

4. Attempt any *one* part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Explain the process of service design. What are the key factors that affect service design decisions?	2	K2
b.	Describe the SERVQUAL model for measuring service quality. How does it help in identifying service gaps?	2	K3

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5. Attempt any *one* part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Describe the process of Production Planning and Control (PPC) in a manufacturing organization.	3	K1
b.	Discuss the concepts of Just-in-Time (JIT) and KANBAN How do these techniques help in efficient inventory management?	3	K4

6. Attempt any *one* part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	What are push and pull systems in supply chain management? Explain their relevance in different business environments.	2	K2
b.	Explain any two demand forecasting methods used in supply chain.	2	K1

7. Attempt any *one* part of the following: 07 x 1 = 07

Q no.	Question	CO	Level
a.	Describe Juran's Quality Trilogy. How does it help in planning, controlling, and improving quality in a business setting?	5	K5
b.	What are the 7 QC tools used in quality improvement? Explain the purpose and application of any three tools with examples.	5	K2

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