

(8 pages)

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Sub. Code : WBAM 24

M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2024.

Second Semester

Business Administration — Core

OPERATIONS MANAGEMENT

(For those who joined in July 2023 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (15 × 1 = 15 marks)

Answer ALL questions.

Choose the correct answer :

1. The desired objective of production and operations management is
 - (a) Use cheap machinery to produce
 - (b) To train unskilled workers to manufacture goods perfectly
 - (c) Optimal utilization of available resources
 - (d) To earn good profits

2. It represents the process of determining short-range capacity requirements.

- (a) Capacity planning
- (b) Aggregate planning
- (c) Capacity requirements planning
- (d) Schedule planning

3. Production facilities are arranged as per the sequence of production operations from the first operations to the finished product. This method is called

- (a) Process production (b) Job production
- (c) Mass production (d) Multiple production

4. In which of the following approaches location decision is based on personal opinions and quantitative information?

- (a) Market area plant strategy
- (b) Factor rating
- (c) Currency fluctuations
- (d) Product plant strategy

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5. It is a standardized layout arranged according to a fixed sequence of assembly tasks
- (a) Fixed Position
 - (b) Quantitative technique
 - (c) Focus group
 - (d) Assembly line
6. In _____ machines and other supporting services are located according to the processing sequence of the product.
- (a) Matrix layout
 - (b) Product layout
 - (c) Combination layout
 - (d) Process layout
7. What is advantage of holding inventory?
- (a) Improved quality
 - (b) Reduced Obsolescence
 - (c) Reduced material handling
 - (d) Greater availability
8. ABC Analysis is normally used in
- (a) SQC
 - (b) Production Control
 - (c) Value Analysis
 - (d) Inventory Control

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9. Preventive maintenance is useful in reducing
- (a) Inspection Cost
 - (b) Cost of premature replacement
 - (c) Shutdown Cost
 - (d) Set-up Cost of machine
10. Which of the following aims at finding the best and most efficient way of using the available resources – men, materials, money and machinery?
- (a) Method Study (b) Work Study
 - (c) Time Study (d) Motion Study
11. Lillian and Frank Gilbreth are responsible for principles of
- (a) Socio technical systems
 - (b) Zero inventory
 - (c) Motion study
 - (d) Interchangeable parts
12. It is a system that is used to maintain a desired level of quality in a product or service.
- (a) Economic ordering quantity
 - (b) Quality control
 - (c) Quality circle
 - (d) Quality function deployment

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13. The extent to which a product or service may be customized is called

- (a) variability (b) validity
- (c) variety (d) variation

14. Most operations produce a mixture of both products and services. Which of the following businesses is closest to producing "pure" services?

- (a) A Restaurant
- (b) Counsellor/therapist
- (c) Steel company
- (d) IT company

15. It is a tool for simultaneously depicting the service process, the points of customer contact and the evidence of service from the customers point of view.

- (a) Front of Planning
- (b) Service Blueprinting
- (c) Service standardization
- (d) Service delivery

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PART B — (5 × 4 = 20 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

16. (a) State the objectives of operations management.

Or

(b) Write a note on make or buy decisions.

17. (a) What are the factors influence the choice of plant location?

Or

(b) Why layout of facilities is needed for organization?

18. (a) Differentiate service level and safety stock.

Or

(b) Explain the working model of JIT.

19. (a) Bring out the importance of performance rating.

Or

(b) What are the types of inspection?

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20. (a) Explain the distinctive characteristics of service.

Or

- (b) What is service blueprint? List the uses.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 600 words.

21. (a) "Production is the basic activity of all industrial units and all other activities revolve around it" - in the light of this statement describe the production functions.

Or

- (b) Illustrate the steps involved in production process.

22. (a) "Location decision is a trade-off decision" — Do you agree? Justify.

Or

- (b) Examine the fundamental principles of material handling system.

23. (a) Explain and illustrate the EOQ model with the help of graph. Also examine the relationship between risk and cost with respect to inventories.

Or

- (b) Identify various types of maintenance system. Give example in each case.

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24. (a) Outline the role of method study in operations management and explain any two method study techniques.

Or

- (b) Discuss the concept of quality management and apply the tools of quality assurance to operation management.

25. (a) Enumerate the nature and objectives of service organisation.

Or

- (b) What is service encounter? Classify the different types of service encounter.

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