2017

(October)

BUSINESS ADMINISTRATION

(Honours)

(Production and Operations Management)

(BBAC–302)

Marks : 75

Time : 3 hours

The figures in the margin indicate full marks for the questions

1. Define the term 'production function'. Discuss its importance in modern business. How is production function related to marketing and finance function? 2+8+5=15

Or

(a) What is value analysis? State its significance. 8

(b) State the features of product layout and process layout. 7

2. *(a)* Explain with suitable example, the inventory model of EOQ. 8

(b) State in brief, the advantages of Material Requirement Planning (MRP). 5

(c) What do you mean by codification? 2

Or

(a) What is standardization? What are its benefits? 6

(b) State the managerial implications of ABC analysis. Show the features of ABC analysis with the help of a diagram. 9

3. *(a)* Compare between production planning and control operations in intermittent and continuous manufacturing system. 8

(b) What are the strategic decisions taken in the area of the production planning and control? How are these decisions implemented? 7

Or

(a) Describe the steps involved in Line of Balancing (LOB) technique. 7

(b) Write short notes on the following : 4+4=8

(i) Priority Despatching Rules

(ii) Job Shop Scheduling

4. *(a)* Briefly describe the basic principles of Supply Chain Management (SCM). 8

(b) What do you understand by 'transportation problem'? What is the solution to this problem? 3+4=7

Or

(a) What are the limitations of linear programming? 4

(b) Solve the following graphically : 11

Maximize $Z = 3x + 2y$

subject to

$2x + y \geq 10$

$x + 2y \geq 8$

$x, y \geq 0$

5. *(a)* Explain the importance of statistical quality control in industry. 8

(b) Discuss the areas where inspection should take place in a manufacturing process. 7

Or

Write short notes on any *three* of the following : 5×3=15

(a) Quality circle

(b) Scope of TQM

(c) Advantages of six sigma

(d) Control chart

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