REV-01
BBA/30/05

2025/06

SET A

BACHELOR OF BUSINESS ADMINISTRATION
SECOND SEMESTER
SHOP FLOOR MANAGEMENT
SVS – 208

[USE OMR FOR OBJECTIVE PART]

Duration: 1:30 hrs. **Full Marks: 35**

Objective

Time: 15 min. **Marks: 10**

Choose the correct answer from the following: *1×10=10*

1. During a job interview, an employee greets the interviewer with a firm handshake, maintains eye contact throughout the conversation, and occasionally nods to show attentiveness. This form of communication primarily reflects:
   a. Verbal communication
   b. Non-verbal communication
   c. Visual communication
   d. Group communication

2. A customer calls a company's helpline, frustrated about a delayed delivery. The customer service representative listens patiently without interrupting, uses a calm tone, and assures the customer that the issue will be resolved promptly. This is an example of:
   a. Ineffective customer service communication
   b. Verbal communication with poor listening skills
   c. Effective customer handling through verbal and non-verbal cues
   d. Non-verbal communication only

3. What is the role of staff on the shop floor of a factory?
   a. To advertise the product
   b. To work from home
   c. To reduce errors and ensure high-quality output
   d. To sell the products to customers

4. Which of the following is a key aspect of shop floor management which is popularly known as JIT?
   a. Just In Time
   b. Job Instruction Training
   c. Java Instruction Toolkit
   d. Joint Implementation Taskforce

5. Which of the following is not a benefit of an efficient shop floor management?
   a. Reduction in occurrence of errors in work
   b. Increase productivity of the staff
   c. Increased operational efficiency through standardization of operations
   d. Slow production because of too much planning

6. Which of the following must be taken into consideration in designing a shop floor building?
   a. Shop Floor Location
   b. Shop Floor Infrastructure
   c. Health and Safety Measures
   d. All of them

7. Which of the following is not a type of shop floor layout?
   a. Process layout
   b. Product layout
   c. Cupid layout
   d. Cellular layout

8. Kaizen is a widely adopted approach known for focusing on which of the following?
   a. Final quality check
   b. Continuous improvement
   c. Large factory operations
   d. Product packaging

9. The purpose of Hazard Identification and Risk Assessment (HIRA) is to _____.
   a. Identify and assess potential hazards and risks in a workplace
   b. Improve communication among team members
   c. Plan employee schedules
   d. Manage inventory in the production area

10. Which of the following is NOT one of the seven traditional types of waste (muda) in Lean management?
   a. Overproduction
   b. Over-engineering
   c. Waiting
   d. Extra Processing

Descriptive

Time: 1 hr. 15 mins. **Marks: 25**

[Answer question no.1 & any two (2) from the rest]

1. Erick is a Bachelor of Computer Science student who dreams of owning a personal laptop to support his coding projects, online classes, and assignments. However, due to financial constraints, he cannot afford one easily. To save money, he works part-time after his university hours as a freelance data entry operator and sometimes assists in basic tech troubleshooting for local shops. He often sacrifices rest and leisure time to meet his savings goal. Create an Empathy Map for Erick. 5

2. What are the different objectives of shop floor management? Mention some benefits of having a good shop floor management. 5+5=10

3. Mention any five structured methods of shop floor management and explain each of them in brief. 2*5=10

4. What is the need for a proper layout of a shop floor? Explain the different guidelines that need to be followed for the layout of a shop floor building. 5+5=10

5. What are the key aspects of a retail sales floor? Mention the important strategies for effective shop floor management from retail sales floor perspective. 5+5=10

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