REV-00
MBA/24/30 2015/12

MASTER OF BUSINESS ADMINISTRATION
Third Semester
PRODUCTION & OPERATION MANAGEMENT
(MBA - 18)

Duration: 3Hrs. **Full Marks: 70**

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins. **Marks: 50**

(ALL STUDENTS ARE REQUESTED TO ATTEMPT PART B AND PART C IN TWO SEPARATE ANSWER SHEETS BEARING STUDENT NAME AND ROLL NUMBER)

Answer the following questions:

PART B (30 MARKS)

1. Write short notes : (2×5=10)

   i) Generic Benchmarking ii) Product Layout

   iii) Aggregate Planning iv) Quality Control

   v) Maintenance

2. Company PQR manufactured 25000 units of plastic toys utilizing 10 workers working 8 hours a day, considering 312 working days in a leap year. Also, its net sales have been Rs 400cr and accounts receivable at Rs 280cr. (2+3+5=10)

   Find –

   a) Productivity ratio w.r.t Account receivable

   b) Productivity w.r.t labor and machine input

3. On what two basic factors, financially a Facility Location is termed to be viable? Explain the Break-Even Point graph. Explain the procedure for Facility Location Planning. (2+3+5=10)

PART C (20 MARKS)

4. Explain the different phases of Project Management. (1×3=3)
5. What are the primary rules for construction of AOA diagram? (1×2=2)
6. A Construction Company has listed down various activities that are involved in constructing a building. These are summarized along with immediate predecessor details in the following table. Draw a project network for the above project. (1×5=5)

ACTIVITIES	IMMEDIATE PREDECESSOR
A	----------
B	----------
C	A
D	A
E	A B
F	C D
G	F
H	E G

7. What is a Critical Path? How do you determine the critical path? Explain with diagrammatic example. (2+3=5)
8. Give a simple example of a project, implementation of which involves all the major aspects of Project Management. Elaborate each activity. (2+3=5)

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Duration: 20 minutes **Marks – 20**

(PART A - Objective Type)

I. Choose the correct answer: **1×15=15**

1. Operation Management is the set of activities that create……in the form of goods and services by transforming inputs to outputs.
   a) Value b) Demand c) Quality d) Productivity
2. Productivity is the measure of process:
   a) Initiation b) Transition c) Improvement d) Deactivation
3. The following is an exception for characteristic of goods:
   a) Can be inventoried b) Tangible
   c) High customer interaction d) Consistent product definition
4. What is the related Productivity ratio of a Company XYZ if 38000 units of a product is manufactured previous year for net sales worth Rs 12crores by maintaining inventory worth Rs 5crore:
   a) 2.4 b) 3.4 c) 0.4 d) 1.4
5. One of the following is not a characteristic of Continuous Operations:
   a) Low product volume b) Small product mix
   c) Continuous product flow d) Capital-intense operations
6. The layout configuration with straight line of product workflow is a characteristic of:
   a) Fixed-position layout b) Process oriented layout
   c) Combination layout d) Product layout
7. At Break-Even Point, the relationship between Total Cost (TC) and Total Revenues (TR) is as follows:
   a) TC > TR b) TR > TC
   c) TC = TR d) TC = 0 = TR
8. The factory , the location where all the activities take place, machinery and heavy equipments are kept is known as:
   a) Industry b) Godown c) Workshop d) Plant

9. To achieve excellence, ... processes are employed and international certification sought.
   a) Information b) Operation c) Quality d) Benchmarking

10. .....are designed so that assembly tasks are performed in the sequence they are designed.
   a) Product Layout b) Process Layout
   c) Combination Layout d) Fixed – Position Layout

11. Just – In – Time methodology was developed to.....the.....across the organization.
   a) Maximize, profits b) Minimize , wastages
   c) Minimize, contributions d) Maximize, inventories

12. Success of JIT depend upon.....and.....
   a) Preparation and Committed implementation.
   b) Teamwork and Technology.
   c) Cooperation and Effort.
   d) Information Technology and Planning.

13. PDCA stands for –
   a) Prepare, Develop, Control, Act b) Plan, Develop, Coordinate, Analyze
   c) Plan, Do, Check, Act d) Product, Development, Cost, Analyze

14. The Pictorial description of sequence of events occurring in the process from the beginning to the end-
   a) Process Chart b) Pie Chart
   c) Deming Cycle d) Pareto Diagram

15. A decision procedure in which alternatives are rated against a factor and weighted according to decision importance:
   a) Scatter Diagram b) Point Rating Method
   c) Factor Rating Method d) Break – Even Analysis

I. Match the correct ASME symbols of a Process Chart: **1×5=5**

Part A	**Part B**
i. Operation	i) 
ii. Permanent Storage	ii)
iii. Transport	iii)
iv. Inspection	iv)

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