

**MASTER OF BUSINESS ADMINISTRATION  
THIRD SEMESTER  
PRODUCTION & OPERATIONS MANAGEMENT  
MBA-302**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

**( PART-A : Objective )**

Time : 20 min.

Marks : 20

**Choose the correct answer from the following:**

**1×20=20**

1. Productivity increases when:
  - a. Outputs decrease while inputs remain the same.
  - b. Inputs increase while outputs remain the same.
  - c. Inputs decrease while outputs remain the same.
  - d. Inputs and outputs increase proportionately.
2. Which of the following appears to provide the best opportunity for increases in productivity?
  - a. Labour
  - b. Capital
  - c. Management
  - d. Raw materials
3. When a tangible product is NOT included in the service, it is called:
  - a. Knowledge-based service
  - b. Indirect service
  - c. Direct service
  - d. Pure service
4. Increases in productivity are difficult to achieve if.....
  - a. The task is more good-producing and standardized.
  - b. The task is more intellectual and personal.
  - c. The task is more physical and tangible.
  - d. The task is more quantitative and repetitive.
5. The term..... implies the foregone profit due to inability of company to produce.
  - a. Marginal cost
  - b. Opportunity cost
  - c. Overhead cost
  - d. Displacement cost
6. Objective of Work Study is to improve.....
  - a. Productivity
  - b. Production
  - c. Productivity cycle
  - d. Productive barriers
7. Which of the following Principles of Management is not advocated by F W Taylor?
  - a. Involvement of workers in strategy planning.
  - b. Training and development of the workmen.
  - c. Selection of best worker for each particular task.
  - d. Division of work between worker and management.
8. ....is the ultimate result of inadequate production capacity.
  - a. Poor inventory control
  - b. Poor customer service
  - c. Poor production technology
  - d. Poor labour relations
9. Semi-finished stock is also known as..... inventory.
  - a. Work in process
  - b. Pipeline
  - c. Anticipatory
  - d. Cycle

10. What do the letters EOQ stand for?
  - a. Estimated Order Quality
  - b. Estimated Order Quantity
  - c. Economic Order Quantity
  - d. Economic Order Quality
11. The quality management strategy which is most associated with quality standards such as ISO9000 is.....?
  - a. Quality assurance
  - b. Quality inspection
  - c. Quality control
  - d. Total quality management
12. In a materials processing operation, which of the following process type is associated with the highest volume and lowest variety?
  - a. Mass process
  - b. Continuous process
  - c. Batch process
  - d. Job shop
13. A quality criterion which can be assessed and either accepted or rejected is called a:
  - a. Quality component
  - b. Quality attribute
  - c. Quality variable
  - d. Quality characteristic
14. In the product life cycle what is the correct order of the main phases?
  - a. Growth, Maturity, Saturation, Decline
  - b. Growth, Saturation, Growth, Decline
  - c. Maturity, Growth, Saturation, Decline
  - d. Maturity, Saturation, Growth, Decline
15. Which of the following is not a socio-economic factor that can influence the choice of location for an operation?
  - a. Local labour markets
  - b. Transportation networks
  - c. Business climate
  - d. Proximity to competitors
16. Which of these layout types is most associated with a mass process?
  - a. Fixed position layout
  - b. Process layout
  - c. Product layout
  - d. Cell layout
17. In a process flow chart transportation is depicted by.....?
  - a. A square
  - b. A triangle
  - c. A circle
  - d. An arrow
18. Which of following technology interactions is a typical hotel check in?
  - a. Customer and employee interaction.
  - b. Passive self-service.
  - c. Hidden technology interaction.
  - d. No customer interaction with the technology.
19. The development of an organization's operation across all 5 continents is called?
  - a. Internationalization
  - b. Multinationalization
  - c. Transnationalization
  - d. Globalization
20. Moving some of an organization's operations from a high-cost economy to a low-cost economy is called.....?
  - a. Offshoring
  - b. Globalizing
  - c. Outsourcing
  - d. Franchising

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( PART-B :Descriptive )

Time: 2 hrs. 40min.

Marks: 50

[ Answer question no.1 & any four (4) from the rest ]

1. Explain the scope, framework and relationship of operations with other functional areas of operations management. 10
2. a. What are the methods to measure productivity? Explain. 5+5=10  
b. Discuss in brief the steps in process planning.
3. a. Enumerate the steps in selection of facility location. 4+6=10  
b. Describe the positive and negative location factors for opening an ethnic food stall in your locality.
4. a. Elaborate the importance of production function. 6+4=10  
b. Elucidate the characteristics of modern production and operation functions.
5. a. Briefly explain the measures and factors that affect capacity. 5+5=10  
b. Explain the procedure adopted for systematic approach to capacity planning.
6. a. Explain the components of Total Quality Management. 6+4=10  
b. Write a note on the quality management practices in India.
7. a. What are the differences between ABC and HML analysis? 5+5=10  
b. Explain the steps in ABC analysis.
8. a. What do you mean by product design? 3+3+4=10  
b. Write a note on the 'make or buy' analysis.  
c. Elaborate the any two major factors affecting product design.

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