

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: IV - THEORY EXAMINATION (2023 - 2024)

Subject: Production and Operations Management

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

15

1. Attempt all parts:-

- 1-a. _____ is the primary goal of Production and Operations Management. (CO1) 1
- (a) Maximizing profits
 - (b) Minimizing costs
 - (c) Increasing efficiency
 - (d) Achieving customer satisfaction
- 1-b. How does market demand affect productivity? (CO2) 1
- (a) Higher demand leads to higher productivity
 - (b) Lower demand leads to higher productivity
 - (c) Market demand has no impact on productivity
 - (d) Market demand only affects profits, not productivity
- 1-c. The purpose of ABC Analysis is: (CO3) 1
- (a) To classify inventory based on value
 - (b) To calculate lead time
 - (c) To reorder inventory
 - (d) To calculate safety stock
- 1-d. Stage of the product life cycle involves gathering customer feedback: (CO4) 1
- (a) Introduction
 - (b) Growth
 - (c) Maturity

(d)	Decline	
1-e.	The primary goal of logistics management is: (CO5)	1
(a)	Maximizing profits	
(b)	Minimizing costs	
(c)	Optimizing transportation	
(d)	All of the above	
2.	Attempt all parts:-	
2.a.	Define new product design and development. (CO1)	2
2.b.	Why is productivity important for businesses? (CO2)	2
2.c.	Briefly explain the Economic Order Quantity (EOQ) model. (CO3)	2
2.d.	Explain the concept of batch production. (CO4)	2
2.e.	Explain the concept of Total Quality Management (TQM). (CO5)	2
SECTION-B		15
3.	Answer any <u>three</u> of the following:-	
3-a.	Discuss the advantages and disadvantages of different production scheduling techniques. (CO1)	5
3-b.	How can benchmarking be used to improve productivity? (CO2)	5
3-c.	Describe the steps involved in conducting an ABC analysis for inventory management. (CO3)	5
3-d.	Analyze the impact of globalization on plant location decisions for multinational manufacturing companies. (CO4)	5
3.e.	Discuss the role of transportation in logistics management. (CO5)	5
SECTION-C		30
4.	Answer any <u>one</u> of the following:-	
4-a.	Evaluate how different competitive priorities can align or conflict within an organization's operations strategy. (CO1)	6
4-b.	Elaborate on the challenges faced by companies in the new product design and development process, and suggest strategies to overcome them. (CO1)	6
5.	Answer any <u>one</u> of the following:-	
5-a.	Explain the steps involved in conducting a time study and its importance in productivity measurement. (CO2)	6
5-b.	Analyze the role of employee training and development programs in improving productivity in a manufacturing company. (CO2)	6
6.	Answer any <u>one</u> of the following:-	
6-a.	Discuss various methods for setting safety stock levels and their respective advantages and disadvantages. (CO3)	6
6-b.	Explain the concept of just-in-time (JIT) inventory management, its benefits, and challenges in implementation.(CO3)	6

7. Answer any one of the following:-

7-a. Analyze the impact of Industry 4.0 technologies on modern product design and development practices. (CO4) 6

7-b. Explain the concept of flexible manufacturing systems (FMS) and their advantages in modern manufacturing environments.(CO4) 6

8. Answer any one of the following:-

8-a. Discuss the impact of digitalization and big data analytics on supply chain management. (CO5) 6

8-b. Describe the impact of e-commerce on traditional supply chain practices. (CO5) 6

COP . JULY 2024