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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. Plant location decisions are influenced by factors such as: (CO1) 1
- (a) Cost of labor
 - (b) Proximity to suppliers
 - (c) Government regulations
 - (d) All of the above
- 1-b. _____ is the primary goal of implementing lean production techniques (CO2) 1
- (a) Maximizing inventory levels
 - (b) Minimizing waste
 - (c) Increasing batch sizes
 - (d) Reducing employee training
- 1-c. Which of the following is NOT a purpose of inventory management? (CO3) 1
- (a) To meet anticipated demand
 - (b) To minimize costs

- (c) To maximize storage space
 - (d) To stabilize production schedules
- 1-d. Purpose of prototype testing during product development: (CO4) 1
- (a) Mass production
 - (b) Market validation
 - (c) Cost reduction
 - (d) Quality assurance
- 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 Production & Operations Management. (CO1) 2
- 2.b. Define time study. (CO2) 2
- 2.c. What are the main types of inventory? (CO3) 2
- 2.d. Name two industries where intermittent manufacturing is commonly used. (CO4) 2
- 2.e. Define the concept of lean manufacturing. (CO5) 2

SECTION B

15

3. Answer any three of the following:-

- 3-a. Illustrate the relationship between market analysis and plant location decisions. (CO1) 5
- 3-b. Discuss the role of incentives in enhancing productivity. (CO2) 5
- 3-c. Discuss the factors influencing the determination of reorder levels in inventory management. (CO3) 5
- 3-d. Explain the concept of Just-In-Time (JIT) manufacturing and its relevance to both intermittent and continuous systems. (CO4) 5
- 3.e. Discuss the role of forecasting in inventory management. (CO5) 5

SECTION C

30

4. Answer any one of the following:-

- 4-a. Explore the various factors that contribute to the success of production and operations management strategies in today's competitive business 6

environment. (CO1)

- 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 one of the following:-

- 5-a. Discuss the role of employee empowerment in productivity enhancement. (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 one of the following:-

- 6-a. Explain in detail the components of the Economic Order Quantity (EOQ) model and its assumptions. (CO3) 6
- 6-b. Compare and contrast different inventory valuation methods (e.g., FIFO, LIFO, weighted average) and their implications for financial reporting. (CO3) 6

7. Answer any one of the following:-

- 7-a. Discuss the factors influencing the selection of suitable manufacturing processes for a given product. (CO4) 6
- 7-b. A toy company wants to expand its operations globally. Outline the key factors they should consider when selecting plant locations in different countries. (CO4) 6

8. Answer any one of the following:-

- 8-a. Explain the importance of performance metrics in evaluating supply chain performance. (CO5) 6
- 8-b. A retail company experiences sudden fluctuations in demand for a popular product. How can they manage this demand variability effectively? (CO5) 6