

Course Code: **23MB2C04**  
**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY &  
 SCIENCE(AUTONOMOUS)**  
*I – MBA II - Semester Regular/Supplementary Examinations (BR23), June/July - 2025*

**Operations Management (MBA)**

Time: 3 hours

Max. Marks: 70

**PART - A Answer ONE Question from each UNIT (5 x 12 = 60 Marks)**

**All Questions Carry Equal Marks**

**PART - B Compulsory (1 x 10 = 10 Marks)**

**PART -A**

<b>UNIT-I</b>		<b>Marks</b>	<b>CO</b>	<b>BL</b>
1.a)	Explain the key objectives of operations management. How do they align with overall business strategy?	6M	CO1	BL2
b)	What is the difference between operations and production management?	6M	CO1	BL1
<b>OR</b>				
2.a)	What is Industry 4.0 in the context of operations?	6M	CO1	BL1
b)	Explain the concept of a lean system. How does it differ from traditional mass production systems?	6M	CO1	BL2
<b>UNIT-II</b>		<b>Marks</b>	<b>CO</b>	<b>BL</b>
3.a)	Explain the stages in Product Design Process.	6M	CO2	BL2
b)	Explain the factors influencing Plant Location.	6M	CO2	BL2
<b>OR</b>				
4.a)	What are the objectives of designing a Facility Layout?	6M	CO2	BL1
b)	Why is job design important in operations management?	6M	CO2	BL1
<b>UNIT-III</b>		<b>Marks</b>	<b>CO</b>	<b>BL</b>
5.a)	What are the main inputs and outputs of the aggregate production planning process?	6M	CO3	BL1
b)	How does the EOQ model help in managing inventory effectively?	6M	CO3	BL1
<b>OR</b>				
6.a)	Define inventory. Explain different types of inventory techniques.	6M	CO3	BL1
b)	What are the objectives/goals and functions of purchasing department in materials management.	6M	CO3	BL1
<b>UNIT-IV</b>		<b>Marks</b>	<b>CO</b>	<b>BL</b>
7.a)	What is productivity? How is it measured in manufacturing and service sectors?	6M	CO4	BL1
b)	What are the major factors to consider while designing a job?	6M	CO4	BL1
<b>OR</b>				
8.a)	What is a process flow chart and how is it useful in productivity analysis?	6M	CO4	BL1
b)	What is work measurement? Why is it important in operations management?	6M	CO4	BL1

### UNIT-V

- 9.a) What is the difference between internal and external quality?  
b) What are the key characteristics of an effective quality circle?

Marks	CO	BL
6M	CO5	BL1
6M	CO5	BL1

**OR**

- 10.a) Explain the difference between ISO 9000 and ISO 14000.  
b) Define Total Quality Management. What are its main principles?

6M	CO5	BL2
6M	CO6	BL1

**PART – B**

<b>CASE STUDY</b>			<b>Marks</b>	<b>CO</b>	<b>BL</b>
11	ABC COMPANY providing following data for three items:				
	<b>Item</b>	<b>Annual Usage (units)</b>	<b>Unit Cost (\$)</b>		
	X	1,000	10		
	Y	100	100		
	Z	10,000	1		
	<b><u>Calculate,</u></b>				
	The annual usage value and classify each into A, B, and C category.				
			10M	CO3	BL3

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