

II - BBA I-Semester Regular Examinations (BR24), Jan/Feb - 2026
OPERATIONS MANAGEMENT
(BBA)

Time: 3 hours

Max. Marks: 70

*Question Paper consists of Part-A and Part-B
Answer ALL the question in Part-A and Part-B***PART-A (10X2 = 20M)**

		Marks	CO	BL
1. a)	Define operations management.	(2M)	1	2
b)	State any two functions of Operations Management.	(2M)	1	2
c)	Define a production system.	(2M)	2	2
d)	Define product design.	(2M)	2	2
e)	Define forecasting.	(2M)	3	2
f)	What do you mean by capacity planning.	(2M)	3	2
g)	Define word productivity.	(2M)	4	2
h)	Explain about job design.	(2M)	4	2
i)	Define the word Quality	(2M)	5	2
j)	What is TQM	(2M)	5	2

PART-B (5X10 = 50M)

2a.	Explain the nature and scope of Operations Management.	5(M)	1	2
2b	Explain the recent trends in Operations Management.	5(M)	1	2
	(OR)			
3a.	Describe the relationship between Operations Management and other functional areas.	5(M)	1	2
3b.	Illustrate the types of production systems with suitable examples.	5(M)	1	2
4a.	Explain the stages involved in the product design process.	5(M)	2	2
4b.	Describe the concept of value analysis in product design.	5(M)	2	2
	(OR)			
5a.	Examine the different types of facility layout.	5(M)	2	3
5b.	Analyse the importance of job design in operations.	5(M)	2	3
6a.	Examine the role of Capacity Requirement Planning in operations.	5(M)	3	3
6b.	Differentiate and analyze MRP and scheduling systems.	5(M)	3	3
	(OR)			
7a.	Analyze the importance of Supply Chain Management in operations.	5(M)	3	4
7b.	Examine the concept of inventory management and type of inventory management techniques?	5(M)	3	3

8a.	Differentiate between engineering and behavioural approaches to productivity improvement.	5(M)	4	3
8b.	Explain the concept of work measurement and describe its objectives in operations management.	5(M)	4	2
(OR)				
9a.	Evaluate the importance of productivity improvement in today's competitive environment.	5(M)	4	4
9b.	Explain internal and external factors affecting productivity with suitable examples.	5(M)	4	2
10a	Explain the concept of process control.	5(M)	5	2
10b	Explain the concept of Continuous Improvement	5(M)	5	2
(OR)				
11a	Explain the PDCA (Plan–Do–Check–Act) cycle	5(M)	5	2
11b	Evaluate the role of top management in successful implementation of TQM.	5(M)	5	3
