

**BONAM VENKATA CHALAMAYYA INSTITUTE OF TECHNOLOGY & SCIENCE
(AUTONOMOUS)**

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
