



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – MBA-2024

Course Name – Production and Operations Management

Course Code - MBA20111

(Semester II)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Define the term production system.
 - a) A system that converts inputs into outputs through processes
 - b) A financial model for cost estimation
 - c) A method to store finished goods
 - d) A technique to market products
- (ii) Select the correct type of production system used in mass production.
 - a) Job production
 - b) Batch production
 - c) Continuous production
 - d) Project production
- (iii) Locate the key difference between manufacturing and service operations.
 - a) Manufacturing operations produce tangible goods, while service operations produce intangible outputs.
 - b) Manufacturing is labor-intensive, whereas services do not require labor.
 - c) Service operations use only digital processes, while manufacturing is mechanical.
 - d) Services can be stored for future use, but manufactured goods cannot.
- (iv) Identify the primary duty of a production manager.
 - a) Managing production processes to ensure efficiency and quality
 - b) Handling only financial transactions of the company
 - c) Marketing the final product to customers
 - d) Ensuring customer support services post-production
- (v) Define the concept of operations in business.
 - a) The process of transforming inputs into outputs efficiently
 - b) The financial management of a company

- c) The legal structure of a company
- (vi) Cite an example of a job production system.
- a) Custom-made wedding dress
c) Production of canned soft drinks
- (vii) Identify the primary goal of operations management.
- a) To optimize resources for efficient production and service delivery
c) To hire as many employees as possible
- (viii) Explain the difference between production and operation.
- a) Production focuses on manufacturing goods, while operations include both manufacturing and services.
c) Operations only apply to service industries, while production applies to all industries.
- (ix) Describe the role of operations as a source of competitive advantage.
- a) Effective operations improve cost efficiency, quality, and delivery speed.
c) Operations only impact customer service, not production.
- (x) Explain why operations management is essential for a business.
- a) It ensures efficiency in resource utilization, cost reduction, and quality improvement.
c) It deals exclusively with employee recruitment.
- (xi) Evaluate the importance of capacity planning in operations.
- a) It focuses only on marketing strategies.
c) It reduces flexibility in production.
- (xii) Explain the main challenge of service operations compared to manufacturing.
- a) Service operations require fewer skilled workers than manufacturing.
c) Services cannot be stored, making demand fluctuations harder to manage.
- (xiii) Evaluate the role of supply chain management in production efficiency.
- a) It has no impact on production operations.
c) It ensures timely availability of raw materials and minimizes delays.
- (xiv) Summarize the key difference between push and pull production systems.
- a) Push systems produce based on forecasts, while pull systems produce based on demand.
c) Pull systems rely only on historical data for production.
- (xv) Assess the impact of poor quality control in manufacturing.
- a) It leads to defective products, higher costs, and lower customer satisfaction.
- d) The method of advertising a product
- b) Automobile assembly line
d) Manufacturing of cement
- b) To focus only on cost reduction
d) To eliminate competition in the market
- b) Production and operations are the same concepts.
d) Production deals with marketing, whereas operations handle logistics.
- b) Operations focus only on financial investments.
d) Competitive advantage is unrelated to operations.
- b) It focuses only on financial planning.
d) It is only relevant to large manufacturing firms.
- b) Capacity planning is unnecessary for service industries.
d) It ensures resources are utilized effectively to meet demand.
- b) Manufacturing and service operations face identical challenges.
d) Service operations always have lower costs than manufacturing.
- b) It increases costs without adding value.
d) It focuses only on marketing and sales.
- b) Push systems are always more efficient than pull systems.
d) Push systems are used only in service industries.
- b) It has no significant effect on production.

c) It increases customer trust and loyalty.

d) It speeds up production without consequences.

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Define the terms "Production, Productivity and Production System".
3. Distinguish between plant location and plant layout.
4. Explain the different types of maintenance used in manufacturing.
5. Explain the main types of quality inspection.
6. Assess the significance of Kaizen in quality improvement.

(3)
(3)
(3)
(3)
(3)

OR

Distinguish between PDCA and Kaizen in quality management.

(3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Describe the meaning of production and the different types of production systems.
8. Explain how operational efficiency can provide a company with a competitive advantage.
9. Explain the key components of the operations function in an organization.
10. Evaluate the impact of automation on modern production systems.
11. Evaluate the role of sustainability in modern production systems.
12. Summarize the Importance of a Good Layout in the Automobile Industry.

(5)
(5)
(5)
(5)
(5)
(5)

OR

Estimate the Benefits of Implementing a Well-Designed Layout in a Manufacturing Plant.

(5)

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