



## BRAINWARE UNIVERSITY

**Term End Examination 2023-2024**  
**Programme – MBA(HM)-2022/MBA(HM)-2023**  
**Course Name – Operations Management**  
**Course Code - MBAHM204**  
**( Semester II )**

**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) Identify the stage where the process selection is primarily considered.
- a) Planning  
b) Organising  
c) Leading  
d) Controlling
- (ii) Select from the following that is a characteristic of service operations.
- a) Tangible output  
b) Simultaneous production and consumption  
c) Transportation  
d) Production
- (iii) Which of the following represents a sequence of activities and interconnected organizations involved in producing and delivering a good or service?
- a) Layout system  
b) Supply chain  
c) Inventory  
d) None of these
- (iv) Which term best describes the difference between the cost of inputs and the value or price of outputs?
- a) Value added  
b) Conversion  
c) Production  
d) Transformation
- (v) The operations function includes many interrelated activities. On the basis of this statement, choose the most correct option that represents characteristics of such activities.
- a) Dependent  
b) Interrelated  
c) Both 1 & 2  
d) None of these
- (vi) Which approach is essential whenever something is being designed, redesigned, implemented, improved or otherwise changed?
- a) System  
b) Process

- c) Random
- (vii) Identify the technique used to reduce variability in the process of operations.
- a) Randomisation  
c) Standardisation
- b) Customisation  
d) Grouping
- (viii) From the given options, identify the main consideration in global product and service design.
- a) Economic factors  
c) Legal factors
- b) Cultural factors  
d) None of these
- (ix) Choose the process of dismantling and inspecting a competitor's product to modify the product for improvements.
- a) Forward Engineering  
c) Abstraction
- b) Reverse Engineering  
d) Idea Generation
- (x) Which is the responsibility of a manufacturer for any injuries or damages caused by a faulty product?
- a) Development  
c) Product Liability
- b) Civil Code  
d) None of these
- (xi) Choose the term used to refer to an examination of the function of parts and materials to reduce the cost and/or improve the performance of a product.
- a) Product analysis  
c) Service analysis
- b) Value analysis  
d) None of these
- (xii) Identify the phase in product development to be followed to develop one (or a few) units to see if there are any problems with the product or process specification.
- a) Prototype Development  
c) Product Specification
- b) Design Review  
d) None of these
- (xiii) From the given options, choose the most important elements of hospital layout design for quality-oriented services.
- a) Patient care  
c) Profit maximisation
- b) Cost reduction  
d) None of these
- (xiv) Which of the following is not an operations management decision?
- a) Quality control  
c) Inventory management
- b) Capacity planning  
d) Product pricing
- (xv) Choose the correct option that represents assumption(s) of the EOQ model.
- a) Constant demand  
c) Constant holding cost
- b) Constant ordering cost  
d) All of these

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Identify some key factors that influence competitiveness in operations. (3)
3. Explain the process a company leverage flexibility as a competitive advantage. (3)
4. Summarise the factors that affects productivity in hospital management. (3)
5. Explain mass customisation in operations. (3)
6. Illustrate the requirement of demand forecasting in an organisation. (3)

OR

- Examine the key factors that businesses need to consider when selecting and managing suppliers in hospital services. (3)

### Group-C

7. Examine the importance of quality in supply chain management. (5)
8. Explain the term "Costs of Quality". (5)
9. Discuss the importance of ISO quality certification series. (5)
10. Explain how simple exponential average is better than the simple moving average method of demand forecasting. (5)
11. Summarise the uses of some key technologies and tools that businesses can use to optimize their queue management processes. (5)
12. Examine the importance of sustainability for business operations. (5)

**OR**

Explain how focusing too much on making things quicker and smoother can actually cause problems, using hospitals as an example. (5)

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