



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BBA(DM)-Hons-2023

Course Name – Operations Management

Course Code - BBD60117

(Semester VI)

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 primary objective of Operations Management.
 - a) Employee motivation
 - b) Customer relationship management
 - c) Efficient use of resources to create value
 - d) Brand positioning
- (ii) Name the function concerned with converting inputs into outputs.
 - a) Finance
 - b) Operations
 - c) Marketing
 - d) Human resource management
- (iii) Name the first stage of a typical product development process.
 - a) Commercialization
 - b) Idea generation
 - c) Product testing
 - d) Market launch
- (iv) Recognize which process involves uninterrupted production flow.
 - a) Job process
 - b) Batch process
 - c) Continuous process
 - d) Intermittent process
- (v) Name the production system used for standardized products in large volumes.
 - a) Job production
 - b) Batch production
 - c) Mass production
 - d) Intermittent production
- (vi) Recognize a feature of batch production.
 - a) One-off production
 - b) Continuous flow
 - c) Production in lots
 - d) No work-in-progress
- (vii) Select the correct sequence in product development.
 - a) Design → Idea generation → Launch
 - b) Idea generation → Design → Launch
 - c) Launch → Design → Testing
 - d) Testing → Launch → Design
- (viii) Identify the production system used in hospitals.
 - a) Mass production
 - b) Job production
 - c) Continuous production
 - d) Flow production
- (ix) Differentiate product layout from process layout.

- a) Product layout is flexible
- b) Process layout is linear
- c) Product layout follows sequence of operations
- d) Process layout reduces material movement
- (x) Identify a basic type of plant layout.
 - a) Matrix layout
 - b) Hybrid layout
 - c) Fixed-position layout
 - d) Virtual layout
- (xi) Select a disadvantage of process layout.
 - a) High flexibility
 - b) High material handling cost
 - c) Low equipment utilization
 - d) Low customization
- (xii) Differentiate plant layout types based on volume.
 - a) Product layout suits low volume
 - b) Process layout suits high volume
 - c) Product layout suits high volume
 - d) Fixed-position suits mass production
- (xiii) Choose the technique used for projects with uncertain activity times.
 - a) CPM
 - b) PERT
 - c) Gantt chart
 - d) Line balancing
- (xiv) Determine the main purpose of network analysis.
 - a) Inventory control
 - b) Project planning and control
 - c) Facility layout
 - d) Quality inspection
- (xv) Illustrate what a network diagram represents.
 - a) Sequence of project activities
 - b) Organizational hierarchy
 - c) Market demand
 - d) Production volume

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Define Operations Management. (3)
- 3. Describe the concept of facility location. (3)
- 4. Discuss the factors affecting facility location. (3)
- 5. Illustrate the purpose of a network diagram. (3)
- 6. Explain the functions of materials management. (3)

OR

- Illustrate the concept of Material Requirement Planning (MRP). (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Differentiate internal and external factors affecting facility location. (5)
- 8. Explain the assumptions of PERT. (5)
- 9. Explain the Economic Order Quantity (EOQ) model. (5)
- 10. Evaluate the assumptions of the EOQ model. (5)
- 11. Summarize the core principles of Total Quality Management. (5)
- 12. Evaluate the contribution of Statistical Quality Control to operations. (5)

OR

- Distinguish between variable and attribute control charts. (5)

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