

**DEPARTMENT OF MANAGEMENT  
SCHOOL OF MANAGEMENT & BUSINESS STUDIES  
JAMIA HAMDARD**

Odd Semester Examination (Online) January 2021

BBA [V]

Subject Name: Production and Operations Management

MM: 75

Subject Code: BBA-C-19

Time: 03Hours

Email Id of the Examiner: [alka.sanjeev@jamiahamdard.ac.in](mailto:alka.sanjeev@jamiahamdard.ac.in)

Email Id of the Assistant Superintendent of Exams: [assistant.superintendant2021bba@gmail.com](mailto:assistant.superintendant2021bba@gmail.com)

Email Id of Dean: [deanmanagement@jamiahamdard.ac.in](mailto:deanmanagement@jamiahamdard.ac.in)

Note:

- Students have to submit the **Scannedhand written solution** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.
- Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.
- An additional  $\frac{1}{2}$  an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.
- If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.
- The attached PDF shall be named as follows –  
Roll            No-Full            Name-Enrollment            Number-Course-Semester-Subject  
Abbreviation(Example: 9033405-Rabia Shaheen-2017-334-032-BBA-V-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.
- Answer All Questions, each carry equal marks.

Q1: Coca-Cola is a well-established consumer products company with a strong position in the global market. The sales of its core soda products have remained relatively stable for decades, yet the company has continued to grow and has remained extremely profitable. Discuss Coca-Cola's history in light of the statement that "generating a steady stream of new products to market is extremely important to competitiveness." Does Coca-Cola's success disprove the statement? Is the company an exception to the rule or an example of its application?

Q2: a) Study and suggest improvements in the layout in your educational institution.(5)

b) In your opinion, where is India on the trajectory of the changing production and operations management function? Discuss. (10)

Q3: Mention two work situations, where in one, a Stopwatch Time-Study, and in another, PMTS is useful. Can stopwatch time study be useful in the service Industry? Discuss.

Q4: a) Would operations planning and control in service industries be different from PPC in manufacturing industries? Discuss. (10)

b) How do you develop a quality circle program? What are its benefits? (5)

Q5: a) Discuss the effect of heat on work and body performance. Explain its remedies. (5)

b) From the ergonomic point of view, give recommendations of the posture both for standing and seated at work. (5)

c) Explain the effect of light intensity on work performance, citing examples from different industries. (5)