Roll No......................

Jamia Hamdard

School of Management and Business Studies

Department of Management

Even Semester Examination August 2023

BBA-MBA-Integrated-VIII Semester

Subject Name: Operations Management — Max. Marks: 75

Subject Code: MBA(I)-CG-205 — Time: 3 Hours

Attempt any Five Questions. Each question carries equal marks.

Q1: (a) Is there a difference between the terms 'production management' and 'operations management'? If so, what is it? (7.5)

(b) Explain various stages of the product development process. (7.5)

Q2: What are the factors affecting facility location planning? Also, explain the factors affecting the location planning of international facilities. (15)

Q3: What is meant by Assembly Line Balancing? What is the purpose of Assembly Line Balancing? Briefly explain the steps involved in the Assembly Line Balancing procedure. (15)

Q4: (a) What is meant by aggregate production planning? Why is it required? (7.5)

(b) What are the objectives of Material Requirement Planning? Explain briefly the inputs and outputs required by the MRP processing logic. (7.5)

Q5: Write short notes on the following; (15)

(a) ABC analysis

(b) Ordering Cost and Carrying Cost

Q6: Define quality. What are the various dimensions of quality? Bring out the costs of quality. (15)

Q7: What do you mean by quality control? What are the various quality control techniques used by organisations nowadays? Elaborate. (15)

Q8: The sale of Hero two-wheelers in the last twelve months in a retail outlet in Delhi is given in the table below. Assume that the demand has a linear trend. (7.5x2=15)

Month	Demand
January	145
February	110
March	100
April	140
May	130
June	140
July	160
August	165
September	180
October	170
November	150
December	140

(a) Establish the trend equation for the demand.

(b) Use the trend equation for estimating the trend of the demand during the first three months of the next year.

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