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**BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)****EXAMINATION : DECEMBER - 2022****SEMESTER - IV****Sub. : Productions and Operations Management (BBA15- 413)****Date : 28/12/2022****Total Marks : 60****Time: 2.00pm to 4.30pm****Instructions:**

- 1) All questions are compulsory.
- 2) Figures to the right indicate full marks.

**Q. 1. Choose the most appropriate option. (05)**

1. Objective of Work Study is to improve -----
  - a) Cycle time
  - b) Productivity
  - c) Production
  - d) Maintenance
2. In an organization there may not be a formal PPC department if \_\_\_\_\_
  - a) Work is highly repetitive in nature
  - b) Planning activities are performed by the line staff
  - c) Number of workmen are not very large
  - d) All of the above
3. Fixed position layout is adopted when \_\_\_\_\_
  - a) Products are of different variety
  - b) Products are in large numbers
  - c) Product is very heavy involving assembly of large number of parts
  - d) Products are perishable in nature.
4. \_\_\_\_\_ are the basic materials which have not undergone any conversion since their receipt from suppliers.
  - a) Raw Material
  - b) Work in progress
  - c) Finished parts
  - d) Work made parts
5. Formal methods of work measurement exclude which of the following?
  - a) Time study method
  - b) Work sampling method
  - c) Predetermined data approach
  - d) Systems approach

**Q. 2. State True / False (05)**

1. Value is what consumers are prepared to pay.
  - a) True
  - b) False
2. Productivity may be defined as the ratio between output and input.
  - a) True
  - b) False
3. Production is the process by which raw materials and other inputs are converted in to loyalty.
  - a) True
  - b) False
4. In ship manufacturing, the type of layout preferred is process layout.
  - a) True
  - b) False
5. The competitive advantage in the production function can be achieved through higher quality.
  - a) True
  - b) False

**Q. 3. Write Short notes on (Any Three) (15)**

1. Write a note on the evolution of manufacturing management.
2. Discuss the concept of network analysis.
3. Define inspection. Justify the need for conducting inspection checks at regular intervals.

4. Explain various types of plant layout.
5. What are the various phases of quality management?

**Q. 4. Answer in detail (Any Two)**

**(20)**

1. Explain the terms work measurement, method study and time study.
2. Define acceptance sampling. Write a note on various sampling plans.
3. Write a detailed note on Production Planning and Control.

**Q. 5. Case study (Any One)**

**(15)**

1. Raj Malhotra took over a small family-owned restaurant and fast food center from his father. It was situated at one of the key shopping areas in Bangalore. The restaurant was opened way back in 1960 and was one of the landmarks in the city. Malhotra took over the operations from his father in 2001. His father was instrumental in improving and maintaining the position of the restaurant in the city. It was considered as a place where people could get good food to eat at a reasonable price. As the restaurant was old, it had a nostalgic appeal to it.

When Malhotra took over the restaurant, he knew that the nostalgic factor and old world charm of the place might attract few people but he also had to find ways to attract new customers. One option was to offer customers a wider choice in the menu. Thus, he included fast food item like burgers, pizzas etc. in the menu. But he didn't want the nostalgia associated with the restaurant be lost with these new additions. So he decided to separate the two and expanded at the same location a new fast food section. In this section, he adopted the self-service approach to minimize the cost of operations. As the people who came to the fast food section were very cost conscious, the food had to be priced low. Hence, it was necessary to keep the cost of operations low. Around fifty percent of the people who come to the fast food section asked for parcels. Out of the remaining customers, most of them ate quickly and leave and only a few sat there and had meals. But it was difficult to determine the number of people eating at a particular time. This made it difficult to decide on its capacity. As the fast food section was an expansion of the old restaurant, the proprietor didn't have much space. Therefore, it was difficult for him to decide on the number of chairs and tables to be kept. He did not want the customers eating there to face any problems in seating arrangements.

Malhotra was also aware that in any service organization, the customers' perception of the service was important. Satisfied customers were the best form of advertising that a service organization could count on. So he ensured that the ingredients they used in the preparation of food were fresh and of good quality. The restaurant used to procure various food items from one supplier. However, Malhotra felt that overdependence on one supplier was not good for the business in the long run. Accordingly, he consulted his father and made him aware of the problems that could be faced if he used a single supplier. His father told him that changing suppliers was not a good idea. In the business, the relationship between and commitment of buyer and supplier is essential for the growth and survival of the business. But Malhotra was not convinced. Therefore, he decided to make the change and started the search for new suppliers who could give him better value. Some suppliers were willing to supply the required items at a lower price than the previous supplier.

Once the supplies started coming in from the new suppliers, there were occasional problem with the quality of items supplied and delivery dates. Malhotra was unhappy with new suppliers and decided to go back to the previous suppliers.

**Questions :**

1. Which would have been a better option for Malhotra – opening the fast food section at a new location or at the same location as given in this case? Justify your answer.
2. Which operational factor plays major role in establishing and running a restaurant?