

Code No: **24BA2T4****I MBA - II Semester - Regular Examinations – JUNE 2025****MANUFACTURING AND SERVICES OPERATIONS  
MANAGEMENT**

Duration: 3 Hours

Max. Marks: 70

Note: 1. This question paper contains two Parts: Part-A and Part-B.

2. Part-A contains 5 essay questions with an internal choice from each unit.  
Each Question carries 12 marks.

3. Part-B contains one Case Study for 10 Marks.

4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

**PART - A**

			BL	CO	Max. Marks
<b><u>UNIT – I</u></b>					
1.	a)	List the key responsibilities of a Production Manager in a manufacturing firm.	L1	CO1	6 M
	b)	Explain the nature and scope of Production and Operations Management.	L2	CO1	6 M
<b>OR</b>					
2.	a)	Explain how a company can implement Computer-Aided Manufacturing to enhance productivity.	L3	CO1	6 M

	b)	Identify the different types of manufacturing processes. Provide examples.	L1	CO1	6 M
<b><u>UNIT – II</u></b>					
3.	a)	Define Production Planning and Control and explain its objectives.	L2	CO2	6 M
	b)	Illustrate the types of plant layouts. Give a brief description of each.	L3	CO2	6 M
<b>OR</b>					
4.	a)	Demonstrate how Material Requirements Planning helps in inventory control.	L2	CO2	6 M
	b)	Explain how a manufacturer can optimize production scheduling to reduce lead times.	L2	CO2	6 M
<b><u>UNIT-III</u></b>					
5.	a)	Define quality and list its key dimensions in manufacturing and services.	L1	CO3	6 M
	b)	Explain how Statistical Quality Control helps in maintaining product quality.	L2	CO3	6 M
<b>OR</b>					
6.	a)	Illustrate how an organization implements ISO 9000:2000 standards for quality improvement.	L3	CO3	6 M
	b)	Explain how a company can use work measurement techniques to enhance productivity.	L2	CO3	6 M

<b><u>UNIT – IV</u></b>					
7.	a)	List the objectives of stores management in an organization.	L1	CO4	6 M
	b)	Explain the purchasing procedure followed in a manufacturing company.	L2	CO4	6 M
<b>OR</b>					
8.	a)	Explain how a company can improve purchase management efficiency using modern technologies.	L2	CO4	6 M
	b)	Analyse how inventory control contributes to overall operational efficiency.	L4	CO4	6 M
<b><u>UNIT – V</u></b>					
9.	a)	Define queue management and explain its importance in service operations.	L2	CO5	6 M
	b)	Explain how human resource management plays a crucial role in service organizations.	L2	CO5	6 M
<b>OR</b>					
10.	a)	Interpret how banks use service automation to enhance customer satisfaction.	L3	CO5	6 M
	b)	Explain how queue management affects service quality and customer satisfaction.	L4	CO5	6 M

## PART – B

11.	CASE STUDY	L4	CO2	10M
<p>A global electronics company, TechZone Ltd., is planning to open a new manufacturing plant in India. The management team is evaluating different locations based on cost, availability of skilled labour and transportation facilities. Additionally, they need to decide between process layout and product layout to ensure maximum efficiency.</p> <p><b>Questions:</b></p> <ol style="list-style-type: none"><li>What factors should TechZone Ltd. consider while selecting the best plant location?</li><li>Compare the advantages and disadvantages of process layout and product layout for the company's new plant.</li></ol>				