

B.B.A./B.B.M. DEGREE (C.B.C.S.S.) EXAMINATION, MARCH 2019**Sixth Semester****Core Course—PRODUCTION MANAGEMENT.**

(Common for B.B.A. and B.B.M.)

[2013 Admission onwards]

Time : Three Hours

Maximum Marks : 80

Part A*Answer all questions.**Each question carries 1 mark.*

Define :

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|---------------------------|----------------------|
| 1. Mass production flows. | 6. Vendor rating. |
| 2. Green strategies. | 7. Direct labour. |
| 3. Resource utilisation. | 8. Plant layout. |
| 4. Equipment management. | 9. Estimating. |
| 5. Inventory. | 10. Concept testing. |

(10 × 1 = 10)

Part B*Answer any eight questions.**Each question carries 2 marks.*

Briefly explain :

11. Market Research.
12. Product design.
13. Cellular layout.
14. Inspection.
15. Supply chain.
16. Bartering.
17. Reorder point.
18. Capacity planning.

Turn over

19. Production schedules.
20. Size of operation.
21. Loading.
22. Route sheets.

(8 × 2 = 16)

Part C

*Answer any six questions.
Each question carries 4 marks.*

23. Discuss the merits and limitations of mass production.
24. Explain the objectives of PPC. What are its benefits ?
25. Write down the importance of materials management.
26. What is motion study ? How is it carried out ?
27. What is quality control ? What are its objectives ?
28. Explain the new product strategies.
29. What are the benefits of test marketing ? Does it have any limitations ?
30. Describe the scope of production management.
31. Discuss the importance of inventory control.

(6 × 4 = 24)

Part D

*Answer any two questions.
Each question carries 15 marks.*

32. Explain the types of production systems.
33. Discuss the objectives and advantages of production control.
34. Write down how a new product is developed ?
35. Describe the types of plant layout. Bring out the factors influencing plant layout.

(2 × 15 = 30)