



	InSem Examination-II Summer 2024		
	Exam Seat No.:		
	Academic Year: 2023-2024	Semester: II	
	Name of Programme: FY-MBA	Pattern: 2022	
	Name of Course: Operations Management	Course Code: MBA22204	
	Max. Marks: 30	Duration: 1 hrs.	

	<p>Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none">1. This question paper contains 1 page.2. Answer to each new question is to be started on a new page.3. Assume suitable data wherever required, but justify it.4. Draw the neat labelled diagrams, wherever necessary.5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.6. Solve (a) or (b) and (c) or (d) from Q. No. 1 and 2	
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Question No. 1 Attempt following Question

- a) Define five performance objectives in Operations Management. (5) CO1

OR

- b) Write about: Forecasting as a planning tool with example. (5) CO1

- c) Describe the four Vs and their influence on process management. (10) CO1

OR

- d) Describe various types of Layouts in Process Design. (10) CO1

Question No. 2 Attempt following Question

- a) Explain product innovation with examples (5) CO2

OR

- b) Creativity is thinking up new things. Innovation is doing new things- Explain with examples in context of service innovation. (5) CO2

- c) Explain the importance of Process Innovation in Manufacturing with examples. (10) CO2

OR

- d) Elaborate on Capacity and explain the time horizon in capacity planning. (10) CO2

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