



	InSem Examination-IISummer2024		
	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><b>Instructions:</b> 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"><li>1. This question paper contains 1 page.</li><li>2. Answer to each new question is to be started on a new page.</li><li>3. Assume suitable data wherever required, but justify it.</li><li>4. Draw the neat labelled diagrams, wherever necessary.</li><li>5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.</li><li>6. Solve (a) or (b) and (c) or (d) from Q. No. 1 and 2</li></ol>	
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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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