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MBA Semester- II Examination, 2025

MASTER OF BUSINESS ADMINISTRATION

PAPER: MBA 206

(PRODUCTION AND OPERATIONS MANAGEMENT)

Full Marks: 80 **Time: 3 Hours**

The figures in the right-hand margin indicate full marks.
Candidates are required to give their answers in their own words as far as practicable.

Group-A

Answer any **EIGHT** of the following questions: **5×8=40**

1. Differentiate between job production and mass production with relevant examples.
2. Explain the concept of productivity. How is it different from efficiency? 3+2
3. Describe the key functions involved in the operations planning and control process within an organization.
4. What do you mean by operations strategy? Explain its significance in modern organizations. 2+3
5. Explain order qualifiers and order winners.
6. Describe how the objectives of forecasting link directly to key decision-making processes in operations management.
7. Write the difference between Production and Operations Management.
8. Explain 'Operations Strategy as a Competitive Weapon'.
9. What are the objectives of sales forecasting?
10. What is Continuous Production System? Mention its characteristics. 2+3
11. Explain the principles of plant layout.
12. What is time Study? Mention its objectives. 2+3

Group-B

Answer any **FOUR** of the following questions: **10×4=40**

13. Discuss the key factors that significantly affect the strategic decisions and daily operations of an operations manager, providing real-world examples.
14. List five important differences and similarities between goods production and service operations. Explain "Goods-service Continuum" with example.5+5

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15. Discuss the comprehensive process of operations planning and control, outlining the steps necessary to ensure efficient resource utilization and achievement of organizational goals.
16. Explain partial measures, multifactor measures, and total measures with respect to productivity. If selling price is \$1.10/unit for total 7040 units of an item produced, whereas cost of labor is \$1,000, cost of materials is \$520, and cost of overhead is \$2000, calculate MFP. 5+3+2
17. Explain the concept and importance of forecasting in an organizational context. Detail the primary purposes and objectives of sales forecasting, and identify the basic elements and essential steps involved in developing a robust and reliable forecasting system for a business.
18. Explain the hierarchy and flow of Operations Strategy and examine its relevance in current global business conditions.
19. Discuss types of Operations Technology and explain Automation, FMS, AIS, and ERP in detail.

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