

## C 3401

B.B.A. (Three Year) DEGREE EXAMINATION, NOVEMBER 2016.

Third Semester

Part II

OPERATIONS MANAGEMENT

*Time : 3 Hours*

*Max. Marks : 70*

### PART — A

Answer any FIVE of the following questions. **(5 × 4 = 20 Marks)**

1. Objectives of operations management.
2. What is the object of location analysis?
3. What are the benefits from application of work-study programme?
4. Advantages of operation control.
5. Necessity of operation control.
6. Materials handling process.
7. Indicators of method study.
8. Localisation Vs Delocalisation.

### PART — B

Answer ALL the following questions. **(5 × 10 = 50 Marks)**

#### UNIT I

9. (a) Define operating management and explain its scope. Also mention the responsibilities of operating manager.  
Or  
(b) What is mean by manufacturing and non-manufacturing operations? Also explain their characteristics.

#### UNIT II

10. (a) What is meant by plant location? What factors affect the choice of a suitable place for location of a plant?  
Or  
(b) What is meant by plant layout? Differentiate between process and product layout.

Turn Over

UNIT III

11. (a) What are the benefits from application of work-study programme?

Or

(b) Explain the meaning of work measurement, also state its scope and importance.

UNIT IV

12. (a) Define operations planning. Explain in brief the objectives of operations planning.

Or

(b) Elucidate the various operations planning categories.

UNIT V

13. (a) Give the meaning, importance and objectives of operations control.

Or

(b) Enumerate the tools and techniques that are employed in operations control.

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