

Code No: **24BA2T4****I MBA - II Semester – Regular / Supplementary Examinations
JULY 2026****MANUFACTURING AND SERVICES OPERATIONS
MANAGEMENT**

Duration: 3 Hours

Max. Marks: 70

Note: 1. This question paper contains two Parts: Part-A and Part-B.

2. Part-A contains 5 essay questions with an internal choice from each unit.
Each Question carries 12 marks.

3. Part-B contains one Case Study for 10 Marks.

4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

			BL	CO	Max. Marks
<u>UNIT – I</u>					
1.	a)	Define Production and Operations Management and explain its significance in an organization.	L2	CO1	6 M
	b)	Identify the role of CAD in modern manufacturing industries.	L3	CO1	6 M
OR					
2.	a)	Apply the concept of Product Design in developing a new consumer product.	L3	CO1	6 M
	b)	Differentiate between Production Management and Operations Management with suitable examples.	L2	CO1	6 M

<u>UNIT – II</u>					
3.	a)	Illustrate about PERT and CPM, How are they used in project management?	L2	CO2	6 M
	b)	List the stages involved in PPC and briefly describe each stage.	L2	CO2	6 M
OR					
4.	a)	Discuss the factors influencing plant location in manufacturing industries.	L2	CO2	6 M
	b)	Apply the concept of aggregate planning to balance demand and supply in a seasonal business.	L3	CO2	6 M
<u>UNIT-III</u>					
5.	a)	Define productivity and list the major factors affecting it.	L2	CO3	6 M
	b)	How does method study help in improving work efficiency?	L2	CO3	6 M
OR					
6.	a)	Apply Deming's principles to improve quality in a manufacturing unit.	L3	CO3	6 M
	b)	Analyze the relationship between work measurement and productivity improvement.	L4	CO3	6 M

<u>UNIT – IV</u>					
7.	a)	Illustrate about importance of the safety stock in inventory management.	L2	CO4	6 M
	b)	Describe the key requirements for efficient stores management.	L2	CO4	6 M
OR					
8.	a)	How can a company use FSN analysis to optimize its inventory management?	L3	CO4	6 M
	b)	Compare and contrast ABC analysis and VED analysis in inventory classification.	L4	CO4	6 M
<u>UNIT – V</u>					
9.	a)	Illustrate about service facility location planning and its importance in detail.	L2	CO5	6 M
	b)	How does service supply chain management differ from traditional supply chain management?	L2	CO5	6 M
OR					
10.	a)	Apply the Service Quality GAP Model to analyze customer dissatisfaction in a hotel business.	L3	CO5	6 M
	b)	Analyze the impact of service automation on customer experience and operational efficiency.	L4	CO5	6 M

PART – B

11.	CASE STUDY	L4	CO3	10 M
A textile company, ABC Fabrics, has received multiple customer complaints regarding inconsistent fabric quality. The management conducted an internal audit and found variations in raw materials and improper machine settings as the main causes of defects. The company wants to implement Total Quality Management to reduce defects and improve customer satisfaction. Questions: a) How can Juran's Quality Trilogy and Deming's 14 Principles help ABC Fabrics improve quality? b) How can Six Sigma techniques be applied to reduce variations in fabric quality?				