

Paper Code : 44115

B.B.A. (Semester Third) Examination, 2023

Paper (C-065)

Production Management

Time : Three Hours] [Maximum Marks : 75

Note : Attempt all the sections as per instructions.

Section-A

(Very Short Answer Questions)

Note : Attempt all five questions. Each short question carries 03 marks. Very short answers are required not exceeding 75 words.

1. Define the term Production.
2. What is Production Management?
3. What does Lay-out mean?
4. Differentiate Qualitative & Quantitative approaches.

(1)

P.T.O.

5. What do you understand by Alternative Product?

Section-B

(Short Answer Questions)

Note : Attempt any two questions out of the following. Each question carries 7.5 marks. Short answer is required not exceeding 200 words.

6. What is Production System? Explain various types of Production Systems.
7. Discuss few important quantitative Forecasting Techniques.
8. "Plant location is always be an important strategic decision" Discuss.

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(2)

Sections-C

(Long Answer Questions)

Note : Attempt all questions out of the following.

Each question carries 15 marks. Answer is required in detail, between 500-800 words.

9. What do you understand by Product selection? Explain the need of product Design & Development.

OR

Highlight about the of origin of product idea.

Also explain various sources of product.

10. What do you understand by Product Planning and Control? Discuss various elements of product Planning.

OR

What is Aggregate Planning? Explain main functions of PPC

11. Explain the responsibilities of a Production Manager.

OR

Explain the following:

- (a) Role of Technology in Production
- (b) Concept of Modifying the existing product