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Question Paper Code	12563
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**B.E. / B.Tech. - DEGREE EXAMINATIONS, APRIL / MAY 2024**

Eighth Semester

**Production Engineering**

**20PREL802 - PRODUCTION MANAGEMENT**

Regulations - 2020

Duration: 3 Hours

Max. Marks: 100

**PART - A (10 × 2 = 20 Marks)**

Answer ALL Questions

	Marks	K- Level	CO
1. Who are entrepreneurs?	2	K2	CO1
2. Name the levels of management.	2	K1	CO1
3. Define Economic order quantity.	2	K1	CO2
4. What is an inventory?	2	K2	CO2
5. List the various types of conveyors.	2	K1	CO3
6. State the importance of plant location.	2	K1	CO3
7. What are the limitations of break even chart analysis?	2	K2	CO4
8. Define capital budgeting.	2	K1	CO4
9. Name any five models of Consumer behavior.	2	K1	CO5
10. How is selling different from marketing?	2	K2	CO5

**PART - B (5 × 13 = 65 Marks)**

Answer ALL Questions

11. a) What are managerial skills? Explain in detail.	13	K2	CO1
<b>OR</b>			
b) Discuss the various principles of an organization.	13	K2	CO1
12. a) The annual demand for an item is 3200 units. The unit cost is Rs.6 and the inventory carrying charges are estimated as 25% per annum. If the cost of one procurement is Rs.150, determine: (i) Economic order quantity, (ii) Number of orders per year, (iii) Time between two consecutive orders, and (iv) Optimal cost.	13	K3	CO2
<b>OR</b>			
b) Show in detail the importance of ABC analysis in an industry.	13	K3	CO2

13. a) Write in brief the various factors influencing plant layout. 13 K2 CO3  
 OR  
 b) Explain the purpose of industrial estates and state its advantages. 13 K2 CO3
14. a) Annual fixed cost of a textile shop is Rs. 50000 and variable costs are estimated at 50% of the Rs. 40 per unit selling price. a) Find the BEP. 13 K3 CO4  
 b) What profit (or loss) would result from a volume of 3250 units?  
 OR  
 b) Examine the need for working capital in an Industry. 13 K3 CO4
15. a) Differentiate between sales promotion and advertisement. 13 K2 CO5  
 OR  
 b) Describe the various functions of marketing in detail. 13 K2 CO5

**PART - C (1 × 15 = 15 Marks)**

16. a) i) Monthly consumption of an item is 1000 units. The price per unit is Rs.50. Inventory carrying cost is 16 per cent and ordering cost is Rs.175 per order. Lead time of 1 month stock. Find the reorder quantity. 8 K3 CO2  
 ii) Classify the process of Break Even Analysis in detail. 7 K3 CO4  
 OR  
 b) i) Show the differences between MRP-I and MRP-II. 7 K3 CO2  
 ii) The fixed cost for a year was Rs. 10,00,000 variable cost per unit is Rs.75. Each unit sells at Rs. 200. Determine the Break- Even point. 8 K3 CO4