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Question Paper Code	14155
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2025

Second Semester

Master of Business Administration

24MBT204 - MANAGING OPERATIONS

Regulations - 2024

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

	<i>Marks</i>	<i>K- Level</i>	<i>CO</i>
1. Define "operations management" and its core objective.	2	K1	CO1
2. List two differences between service and goods operations.	2	K1	CO1
3. Infer any two current priorities of operations managers in modern firms.	2	K1	CO1
4. List any two forecasting methods used in capacity planning.	2	K1	CO2
5. Recall two important factors influencing facility location decisions.	2	K1	CO2
6. Spell one approach to product design and its business impact.	2	K1	CO3
7. List any two legal or ethical considerations in process planning.	2	K1	CO3
8. List two objectives of inventory management in manufacturing.	2	K1	CO4
9. Summarize two functions of purchase management in materials handling.	2	K2	CO4
10. Define "PERT" and mention one use in project scheduling.	2	K1	CO5

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) (i) Examine how the transformation process has evolved through the historical development of operations management.	7	K4	CO1
(ii) Analyze the major challenges and priorities faced by operations managers in managing global supply chains.	6	K4	CO1
OR			
b) (i) Analyze the integration of supply chain management with operations strategy to achieve competitive advantage.	7	K4	CO1
(ii) Distinguish the effects of digital and automation technologies on the performance of operations systems.	6	K4	CO1
12. a) (i) Assess the suitability of Delphi and market survey techniques for demand forecasting, highlighting their strengths and weaknesses.	7	K5	CO2
(ii) Judge the reliability of exponential smoothing as a forecasting method using an appropriate numerical example.	6	K5	CO2
OR			
b) (i) Evaluate how aggregate capacity planning supports the balance between production capability and business demand.	7	K5	CO2
(ii) Appraise the role of ERP and JIT systems in improving capacity utilization and responsiveness.	6	K5	CO2

13. a) (i) Demonstrate how environmental and ethical considerations can be incorporated into product design decisions. 7 K3 CO3
(ii) Illustrate the application of work study and method study techniques in improving operational productivity. 6 K3 CO3

OR

- b) (i) Make use of process selection principles to recommend an appropriate production system for a specific product type. 7 K3 CO3
(ii) Identify how productivity measurement techniques can be applied to identify and improve weak areas in operations. 6 K3 CO3
14. a) (i) Design a vendor rating model including the criteria, scoring system, and evaluation procedure. 7 K6 CO4
(ii) Develop a value analysis plan to control material costs and enhance efficiency in procurement. 6 K6 CO4

OR

- b) (i) Construct an inventory model (EOQ or ABC) with key assumptions, equations, and interpretation of results. 7 K6 CO4
(ii) Propose an effective store layout plan that optimizes material handling and inventory control. 6 K6 CO4
15. a) (i) Appraise the usefulness and limitations of PERT and CPM techniques in complex project environments. 7 K5 CO5
(ii) Explain how project crashing influences project time and cost with a suitable example. 6 K5 CO5

OR

- b) (i) Evaluate scheduling alternatives for flow shop or job shop problems using Johnson's Rule. 7 K5 CO5
(ii) Assess the effectiveness of project management software tools in resource allocation and scheduling. 6 K5 CO5

**PART - C (1× 15 = 15 Marks)
(Compulsory)**

16. a) **Optimizing Operations at Quick-Fix Manufacturing Pvt. Ltd.**
Quick-Fix Manufacturing Pvt. Ltd. produces customized electronic components for the automotive industry. Recently, they faced challenges in managing production schedules, forecasting demand accurately, and maintaining inventory levels to meet customer orders on time. The operations manager is tasked with improving forecasting methods, optimizing capacity and scheduling, and enhancing materials management to reduce delays and costs.

Questions:

1. Discuss the forecasting methods that Quick-Fix Manufacturing could implement to improve demand prediction. How would these methods help in planning capacity and scheduling? 8 K3 CO2
2. Evaluate the materials management strategies Quick-Fix should adopt to ensure efficient inventory control and vendor management in light of their operational challenges. 7 K5 CO4

