

18. (a) Explain the nature of aggregate planning.
Or
(b) What is Production Planning and Control? Explain.
19. (a) Explain the benefits of TQM.
Or
(b) Describe the benefits of JIT.
20. (a) Explain the levels of Poka Yoke.
Or
(b) Describe the elements of Kaizen.

PART C — (3 × 10 = 30)

Answer any THREE questions.

21. Explain the different methods used for demand forecasting.
22. Discuss the new role of planning and designing in new product development.
23. Compare and contrast the advantages and disadvantages of the different types of plant layouts.
24. Elucidate the need for quality control.
25. Discuss the significance of Flexible Manufacturing Systems.

S.No. 8994

P 22 MBACC 22

(For candidates admitted from 2022–2023 onwards)

M.B.A. DEGREE EXAMINATION, NOVEMBER 2023.

Business Administration

PRODUCTION MANAGEMENT

Time : Three hours

Maximum : 75 marks

PART A — (20 marks)

Answer ALL questions.

- I. (A) Multiple Choice Questions: (5 × 1 = 5)
1. Which of the following is a production strategy?
- (a) Just-in-time (JIT) production
 - (b) Market segmentation
 - (c) Advertising
 - (d) Sales promotion
2. Which of the following is NOT a factor to consider during process planning and design?
- (a) Cost-effectiveness
 - (b) Scalability
 - (c) Resource availability
 - (d) Advertising strategy

3. What is aggregate planning?
 - (a) A process of identifying the resources needed to produce a product
 - (b) A process of determining the quantity of products that can be produced in a given time
 - (c) A process of developing a production schedule for a medium-term planning horizon
 - (d) A process of scheduling the production of individual products
4. Which of the following is a Quality Control technique?
 - (a) Acceptance Sampling
 - (b) Lean Manufacturing
 - (c) Customer Relationship Management
 - (d) Human Resource Management
5. Which of the following is not a characteristic of Poka Yoke?
 - (a) Mistake-proofing
 - (b) Error prevention
 - (c) High level of automation
 - (d) Quality improvement
- (B) Fill in the Blanks: (5 × 1 = 5)
 6. Production function is the process of transforming _____ into _____.
 7. _____ is a process of reducing the cost of a product without compromising its quality.

8. In _____ layout, the equipment and machinery are grouped according to their functions. This layout is best suited for low-volume, high-variety production.
 9. _____ is the continual process of detecting and reducing or eliminating errors in manufacturing, streamlining supply chain management.
 10. The principle of _____ is the basis of the design of a flexible manufacturing system.
- II. Answer ALL Questions: (5 × 2 = 10)
11. What is strategic management?
 12. What is product design?
 13. What is process layout?
 14. What is acceptance sampling?
 15. What are the levels of poka yoke?

PART B — (5 × 5 = 25)

Answer ALL questions, choosing either (a) or (b).

16. (a) Explain the benefits of world class manufacturing.
Or
 (b) Write a note on corporate strategies.
17. (a) Explain value analysis with an example.
Or
 (b) Discuss the significance of product design.