

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT  
MID TERM EXAMINATION - NOV 2023**

**Semester :** Semester V -2021

**Course Code :** BBA3044

**Course Name :** Sem V - BBA3044 - Operations and Materials Management

**Program :** BBA

**Date :** 3-NOV-2023

**Time :** 2:00PM - 3:30PM

**Max Marks :** 50

**Weightage :** 25%

**Instructions:**

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(5 X 2 = 10M)**

1. How will you interrelate operations and material management?  
(CO1) [Knowledge]
2. Name the stages of production planning and control.  
(CO1) [Knowledge]
3. What is the significance of follow-up in the production process?  
(CO2) [Knowledge]
4. How much Mass and Batch's production is important in production planning control?  
(CO2) [Knowledge]
5. What does it mean to production control techniques?  
(CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(2 X 10 = 20M)**

6. Describe the role of a production/operations manager in ensuring product or service quality. How can they establish and maintain quality control processes in the production environment?  
(CO1) [Application]
7. Discuss the importance and objectives of production management. What is the difference between products & services?  
(CO2) [Application]

## PART C

### ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Product Development Risks You have the opportunity to invest INR 100 billion for your company to develop a jet engine for commercial aircraft. The development will span 5 years. The final product costing Rs. 500 million / unit could reach a sales potential, eventually of Rs. 2500 billion. The new engine can be placed in service 5 years from now, but only if it qualifies four years from now for certification clearing commercial use and only if it meets America's Federal Aviation Administration's (FAA) ever-tightening standards for noise reduction. Certification also has to be obtained from India's Director General of Civil Aviation (DGCA). There is competition from world-class manufacturers like Pratt and Whitney and Rolls Royce who are developing competing engines. If you decide to proceed with the project, you must also determine where the new engines will be produced and develop the manufacturing facilities. If you decline to proceed, your company could invest its resources elsewhere and based on its track record, get attractive returns.

(a) What would be your line of action?

(b) In case of lengthy product design and development time, what kinds of risks are there?

(CO1) [Application]