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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION: MAY- 2025
SEMESTER - II

Sub.: Introduction to Productions & Operations Management (BBA22-215)

Date : 24/05/2025

Total Marks : 60

Time: 10.00am to 12.30pm

Instructions: 1) All questions are compulsory.
 2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

1. Lean Supply Chain Management is _____
 a) promoting efficiency by removing unwanted or wasted components from a process.
 b) elimination of non-value added time
 c) consequent reduction of lead time
 d) All of the above
2. Production management is _____
 a) deals with the conversion of raw materials into finished products
 b) marketing the products
 c) Selling the products
 d) Not treating the employees well
3. Which is an element of SCM _____
 a) Sourcing raw materials
 b) Marketing Campaigns
 c) Employee Recruitment
 d) Investment Analysis
4. Which item is not a part of inventory _____
 a) Finished goods (that are available to be sold)
 b) Raw materials (to be used to produce more finished goods)
 c) Work-in-progress (meaning in the process of being made)
 d) Accounts Receivable:
5. Types of plant layout
 a) Product layout is _____
 b) Process layout
 c) Fixed position layout
 d) All of the above

Q. 2. State True / False (05)

1. MRP stands for Material Requirement Planning
 a) True
 b) False
2. One of the Function of Operations Management is Transportation
 a) True
 b) False
3. Customer Vehicle is a material handling equipment
 a) True
 b) False
4. Lean supply chain management is Not using resources at all
 a) True
 b) False
5. Total Quality Management is defined as a customer-oriented process
 a) True
 b) False

Q. 3. Write Short Notes on (Any Three) (15)

1. Material Handling Equipment's
2. Lean Production
3. Types Of Maintenance
4. Capacity Planning
5. Inventory

Q. 4. Answer in detail (Any Two) (20)

1. Enlist and explain the Types of plant layout
2. What is the Nature and Scope of Production and Operations Management
3. Discuss the Concept of material handling, objectives of material handling
4. Explain TQM and Just In Time

Q. 5. Case study (15)

GreenThumbs Garden Supply is a small but thriving supplier of gardening products located in a suburban neighborhood. The business, owned by Sarah, provides various gardening items including soil, seeds, tools, and decorative pots. Despite having a loyal customer base, Sarah has noticed some operational inefficiencies that are affecting her profit margins.

Currently, GreenThumbs operates with the following setup:

- **Inventory:** The shop has a backroom where most of the inventory is stored. The customer-facing area showcases samples and a limited amount of fast-moving items.
- **Staffing:** There are three employees: one cashier, one salesperson who assists customers and manages inventory, and one part-time worker who helps during weekends.
- **Sales Process:** Customers usually ask for items which the salesperson fetches from the backroom, leading to long wait times, especially during peak hours on weekends.

Sarah has also observed several instances of stockouts, particularly for high-demand items like organic fertilizers and decorative pots, which frustrates customers and leads to lost sales.

Objective:

Sarah wants to streamline operations to reduce customer wait times, ensure better availability of products, and increase sales efficiency without expanding her current space or significantly increasing her workforce.

Questions:

1. What strategies could Sarah implement to manage inventory more effectively and reduce incidences of stockouts?
 2. How can the sales process be restructured to minimize customer wait times and improve the shopping experience?
 3. How should Sarah optimize the roles and schedules of her current staff to handle peak times more efficiently?
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