



JP – 695

III Semester M.B.A. (Day/Evening) Examination, May/June 2023
(Freshers) (CBCS Scheme) (2022 – 23 and Onwards)

MANAGEMENT

3.2 : Projects and Operations Management

Time : 3 Hours



Max. Marks : 70

SECTION – A

Answer **any five** of the following :

(5×5=25)

1. What are the factors affecting a project ?
2. State the important locational considerations for setting up a manufacturing plant.
3. Describe the different types of wastes.
4. Explain the Cellular Manufacturing layout.
5. Describe Juran's Quality Trilogy.
6. Discuss the ethics in purchasing.
7. Write a note on Run to failure maintenance.

SECTION – B

Answer **any three** of the following :

(3×10=30)

8. Explain the Tools and Techniques of Project planning.
9. Potential locations A, B and C have the cost structures shown for producing a product expected to sell at Rs. 100 per unit. Find the most economical location for an expected volume of 2,000 units/year. Also determine the range of annual volume of production for which each of the locations A, B and C would be most economical.

Location	Fixed cost/year (Rs.)	Variable cost per unit (Rs.)
A	25,000	50
B	50,000	25
C	80,000	15

P.T.O.



10. Discuss Deming's 14 principles of Management.
11. Describe the types of inventory models.

SECTION - C

12. Compulsory (**Case Study**) : **(1×15=15)**

Indian agriculture is characterized by low productivity and low income and hence investment in agriculture is also declined. This vicious circle has to be broken, money has to be pumped into the system in ways other than the conventional means of agricultural credit. SBI Bank at this context wants to exploit the present opportunity with suitable products and prices. That is "agricultural credit cards".

Question :

- 1) Based on the situation, you are required to design a Project for this financial product to be introduced into rural markets in Karnataka, so that agriculturists can be uplifted.
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