

**B. B. A. (Third Semester)
EXAMINATION, 2022-23
(NEP)**

PRODUCTION MANAGEMENT

Time : One Hour] [Maximum Marks : 37½

Note : This paper consists of two Sections A and B. Carefully read the instructions of each Section in solving the question paper. Candidates have to write their answers in the given answer-copy only. No separate answer-copy (B Copy) will be provided.

Section—A

(Short Answer Type Questions)

Note : All questions are compulsory. Answer the following questions as short answer type questions. Each question carries 3 marks, maximum 150 words each.

P. T. O.

1. (A) Explain the importance of technology in production.
- (B) Explain the purpose of sales forecasting.
- (C) List various types of Production Plans.
- (D) Write a short note on product design and development.
- (E) Outline the characteristics of Production Management. <https://www.csjmuonline.com>
- (F) Write a short note on strategy of Production Planning.
- (G) Explain Quantitative techniques of Forecasting.

Section—B

(Long Answer Type Questions)

Note : This section contains four questions from which *one* question is to be answered as long question. Each question carries 16½ marks, maximum 500 words each.

2. Discuss the process of Production emphasising upon the objectives of Production Management.

[3]

Or

3. Explain various objectives, elements and significance of forecasting.

Or

4. What is Product Design ? Explain the factors influencing the selection of Product idea from various alternatives.

Or

5. Explain the concept of Production Planning and Control highlighting its major functions and the concept of aggregate planning.