**MASTER OF BUSINESS ADMINISTRATION (MBA)**

**DMBA201 – PRODUCTION AND OPERATIONS MANAGEMENT**

**Assignment Set – 1 Questions**

**1. What is meant by productivity? Explain labour, capital, system, and personal productivity.**

**Ans:** Production refers to the creation of goods and services for consumption by the society. Such creation typically involves converting inputs to desired outputs using different conversion or transformation processes. In fact, the first step is to decide upon the desired outputs and then to identify the inputs and the corresponding conversion processes. Production management encompasses all those activities

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**2. Explain the importance of decision-making in organisation. What are the factors affecting decision-making?**

**Ans: The importance of decision-making in organisation:-**

This decision would have been taken as a strategy to meet the increasing demands which are real in order to fulfil the following:

* Enter a niche market of the competitor
* Augment marketing department’s claim after a vigorous sales campaign
* Any other

**3. How do you develop an operations strategy? Explain briefly the relationship that exists between corporate strategy, business strategy, and operations strategy.**

**Ans:**

**Assignment Set – 2 Questions**

**4. Explain the Nominal group testing method of forecasting along with the expert opinion method of forecasting.**

**Ans: Let us now discuss these qualitative methods in detail in forecasting**

**Market surveys**

Conducting surveys among the prospective buyers or users is a very old method of forecasting. Here, a questionnaire is prepared and circulated among the people and their responses are obtained. The

**5. What are the steps to be considered to set data in the logical order?**

**Ans:-**

**6. Explain in detail all the methods used to determine the most likely plant location.**

**Ans: Plant location**: The selection of a place for locating a plant; here plant is the term used for the land, buildings, and equipment used in carrying on an industrial undertaking.

A plant location cannot be changed frequently since a large capital needs to be invested to build the plant and machinery in the selected area. Therefore, before selecting a plant location, a long range