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| **SESSION** | **FEB 2024** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **V** |
| **COURSE CODE & NAME** | **DBB3111 PRODUCTION AND OPERATIONS MANAGEMENT** |
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**Assignment Set – 1**

**1. Explain production process. Further discuss the objectives of production management for organization. 4+6**

**Ans 1.**

**Production Process and Objectives of Production Management**

**1. Production Process:**

The production process refers to the method by which inputs, such as raw materials, labor, and capital, are transformed into outputs, which can be goods or services. It encompasses all the activities involved in creating a product or delivering a service, from the initial stage of sourcing raw materials to the final stage of delivering the finished product to customers. The production process can vary significantly depending on the nature of the industry, the type of product or service being produced, and the organization's objectives. However, it generally consists of the Its Half solved only

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Top of Form

**2. Define Operations Strategy. Discuss the Hierarchy of Operations Strategy. 4+6**

**Ans 2.**

**Operations Strategy:**

Operations strategy is a comprehensive plan that defines how an organization will utilize its resources and capabilities to achieve its long-term competitive objectives in the realm of operations. It involves making strategic decisions regarding the design, management, and improvement of processes and systems that govern the production and delivery of goods and services. Operations strategy

**3. Write short note on:**

**a. Product Design**

**b. Sources of Product Innovation 5+5**

**Ans 3.**

**a. Product Design:**

Product design is a crucial aspect of the product development process that involves conceptualizing, creating, and refining the physical and functional characteristics of a product to meet the needs and preferences of customers. It encompasses a range of activities, including ideation, conceptualization, prototyping, and finalization of the product's specifications. Effective product design is essential for achieving competitive advantage, enhancing customer

**Assignment Set – 2**

**4. What is project management. Also, define the project planning process. 5+5**

**Ans 4.**

**Project Management:**

Project management is the discipline of planning, organizing, leading, and controlling resources to achieve specific goals within a specified timeframe and budget. It involves applying knowledge, skills, tools, and techniques to effectively manage the various aspects of a project, including scope, time, cost, quality, risk, resources, and communication. Project management is essential for guiding projects from initiation to completion, ensuring that they are delivered

**Top of Form**

**5. Explain the concept of supply chain. Further discuss the components and importance of supply chain. 2+8**

**Ans 5.**

**Concept of Supply Chain:**

A supply chain refers to the interconnected network of organizations, resources, activities, and technologies involved in the production, distribution, and delivery of goods or services to end customers. It encompasses all the processes and activities required to fulfill customer demand, from the

Top of Form

**6. State the objectives and types of maintenance management.**

**Ans 6.**

**Objectives of Maintenance Management:**

Maintenance management refers to the systematic planning, organizing, directing, and controlling of maintenance activities to ensure the optimal performance, reliability, and longevity of physical assets, such as machinery, equipment, facilities, and infrastructure. The primary objectives of maintenance management are as follows:

1. **Maximize Equipment Reliability and Availability:** One of the primary objectives of maintenance management is to ensure that equipment and assets are available and operational when needed. By implementing preventive maintenance practices, conducting regular