

**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.