



Chhatrapati Shahu Ji Maharaj
University, Kanpur

Answer Script Details
Barcode 5649514

Roll No. 23070002068
Total Mark 21/37.50

Exam BACHELOR OF BUSINESS ADMINISTRATION_ODD EX
Subject F010302TA - PRODUCTION MANAGEMENT

Question wise Mark Summary

Q.No Mark Q.No Mark Q.No Mark Q.No Mark

1A 3/6

1B 4/6

1C NA/6

1D NA/6

1E NA/6

1F NA/6

1G NA/6

1H NA/6

1I NA/6

2 NA/12

3 NA/12

4 7/12

5 NA/12

6 7/12

7 NA/12

8 NA/12

9 NA/12

Chhatrapati Shahu Ji Maharaj University Kanpur, Uttar Pradesh

Date of Exam: 24/12/24 Shift: Afternoon Room No.: G1-15
 Paper Code: FO10302(TA) Address: Management III
 Name of Candidate: Pviyanshu Singh
 Roll No: 23070002068

Signature of Candidate: Pviyanshu
 Signature of Invigilator: Pviyanshu
 COE Facsimile: Pviyanshu

PART-II

Q.	MARKS OBTAINED									
	1	2	3	4	5	6	7	8	9	10
(a)										
(b)										
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Total										
Total Marks in Figures										Max. Marks
Total Marks in Words										

FO10302(TA)

Paper Code

Signature of Evaluator

Course: BBA
 Session: 2024-25 Year/Semester: III
 Subject Name: Production management
 Medium: English Hindi
 Paper Code: FO10302(TA)
 Exam Date: 4-12-2024
 Name of Candidate: RIYANSHU SINGH
 Father's Name: R. ASHOK SINGH

कॉलेज कोड
College Code

K N I 6 2

A	A	0	0	0
E	B	●	1	1
F	D	2	2	●
H	J	3	3	3
●	K	4	4	4
L	L	5	5	5
R	M	6	●	6
S	●	7	7	7
U	T	8	8	8
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एग्जाम सेंटर कोड
Exam Centre Code

K N I 6 2

A	A	0	0	0
E	B	●	1	1
F	D	2	2	●
H	J	3	3	3
●	K	4	4	4
L	L	5	5	5
R	M	6	●	6
S	●	7	7	7
U	T	8	8	8
U	9	9	9	
W				

Type of Exam

Regular Special
 Ex-Student
 Back Paper Exam

ANSWER BOOKLET NO.

5649514

FO10302(TA)

Paper Code

Enrollment Number: CSJMA23000125927
 Candidate's Roll Number: 23070002068
 Paper Code: FO10302(TA)

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9	9	9	9	9	9	9	9	9	9		9 9 9 9 9 9

Pviyanshu

Signature of Candidate

Bansi Chandra

Signature of Invigilator

CS Facsimile

Pviyanshu

COE Facsimile

नोट- 1. परीक्षार्थी को निर्दिष्ट किया जाता है कि आवरण वाले को पुस्तक पर अधिकतम सभी निर्दिष्ट को संरक्षित किया जाए।
 2. परीक्षा में भ्रम होने पर परीक्षार्थी को परीक्षा से हटा दिया जाएगा। 3. परीक्षा को कठोरता से लेना आवश्यक है।



Paper Code

FO10302T(A)



1

Production Management

Section - 'A'

Answer - 1(A)

Production - Management

Production management is the process of planning, organizing, directing, coordinating and controlling the process of conversion of input into the output as a finished goods or product.

Production management helps in optimizing inventory management, improve quality and ensures the timely delivery of the product.

Production management manages the production process which is →

Production Process →

Input → Process → Output
(Raw materials, finished labour, etc.) (Finished goods and product)

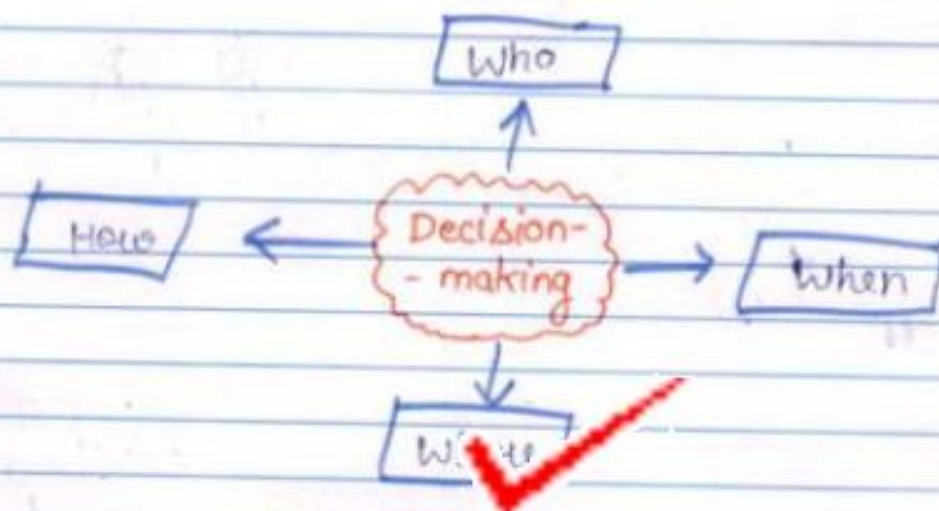


The components of Production management are →

- Planning.
- Product design and development.
- Scheduling
- Product selection
- Facility layout and location planning.

Efficient production management helps in -

- Decision-making.
- Optimum utilization of resources.
- Steady flow of production.
- Quality assurance.
- Timely delivery.





Answer - 1 (b)

Job Production System →

⇒ Job production system is a highly customized production system where goods or products are produced as per consumer's or customer's need and demand.

- In job production, general purpose machines are used.
- Labourers are highly skilled and in job production, the production is labour intensive.
- It is a part of Intermittent production system.

Example → A jeweller customizes a ring as per the customer's demand and it also takes a long time frame.

Batch Production System →

⇒ Batch production system refers to when the goods are produced in batches or lots or in groups.

- Use of general and speedy machines for the

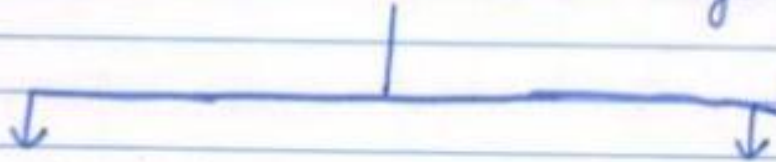


production process.

- This is a less customized process of production.
- It is also a type of **Intermittent Production system**.

Example → A bakery produces a loaf of different kinds of breads for the next 1 week.

Intermittent Production System.



Job production system.

Batch Production system.



Section - 'B'

Answer - 4

Product Design and Development

Product design refers to the totality of features a company's products have.

Product design also refers to how the product feels, looks, feels or functions to a customer.

Why Product design and development is important:-

⇒ Product design and development is important as it helps in →

- It helps in retaining the customers with new features and products.
- It helps in expanding the market and leads to higher profit.
- It helps in the sustainability of the firm in the market.



- It helps in the quality assurance of the products.
- Product design development takes place after consideration of risk, customer's needs and the competitors.

What is a good design?

A good design of a product is when it is -


- Producing
- Differentiable
- Attractive, etc.

Product Development Process -

The process of product development starts with :-

1. Idea Generation
↓
2. Idea Screening
↓
3. Concept development and testing
↓
4. Marketing Strategy development



- ↓
5. Business analysis
- ↓
6. Product development
- ↓
7. Market testing
- ↓
8. Commercialization
- 

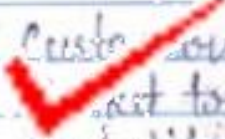
Explanation :-

1) Idea Generation - Idea generation refers to +
for a firm to generating a pool of idea
continue with.

The idea can be generated by -

→ Internal Factors → Employees
Research and development

→ External Factors → Customers
Market trends
Competitors, etc.



→ Open innovations → Universities
Start-ups, etc.

→ Others → Brainstorming.



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1). Idea Screening → Idea screening refers to selecting the ideas which align with the organizational goals and objectives.

Idea is selected by → Objective methods
Subjective methods

2). Marketing Strategy Development →

A three level strategy is formulated regarding market segments, price of the products, etc.

3). Concept development → A prototype of the selected idea is made and then comes development of marketing strategy.

4). Business Analysis →

The analysis of competitors, target customers and various objective takes place at this step of product development process.

5). Product Development →

The final product is developed and it should correspond with the prototype of



the product.

7). Market Testing → The samples of the product are taken for the market testing process. It helps in navigating risks and potential opportunities and threats for the product in the actual business environment.

8). Commercialization → Commercialization refers to the launching of the product or goods in the market.

The introduction of the product focuses on-

- When to introduce?
- How to introduce?
- For whom to introduce?
- At what price in the introduction level?

P.T.O



Section - 'C'

Answer - 6

Production-Management

→ Production management is the process of planning, organizing, coordinating, directing and controlling the process of conversion of input into finished goods as output.

→ Production management is helpful in →

Int. Inventory Management.

- Steady Flow of production.
- Customer satisfaction
- Quality assurance
- Timely delivery of the finished goods.

→ The production process which is managed by production management is the process used for the conversion of input into output with proper control and functioning.



- Smooth flow of production.
- Quality assurance
- Timely delivery.
- Risk assessment.

Objectives & Scopes of Production - - management -

- * Right time
- * Right Quantity
- * Right Quality
- * Right manufacturing cost

⇒ Right time - To be at the right time as per the needs of the consumer.

⇒ Right Quality - The product should be of the good quality.

⇒ Quantity - Right amount of quantity to be produced.

⇒ Cost - Less manufacturing cost should be used.



Paper Code

F0103027(A)



13

Scope (Other Scopes) -

In planning.

In production.

In marketing.

In sales.

In finance., etc.



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14

X



Paper Code

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15

X



Paper Code

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16

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17

X



Paper Code

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18

Do Not Write anything in this Portion

X



Paper Code

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19

X

Do Not Write anything in this Portion



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20

X



Paper Code

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21

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22

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23

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24

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