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| **SESSION** | **JULY-AUGUST 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. Define Operations Strategy. Discuss the Hierarchy of Operations Strategy.**

**Ans 1.**

**Operations Strategy**

Operations strategy is a comprehensive, long-term framework that determines how an organization's production and operations align with its overall business objectives. It involves the systematic planning and implementation of processes and resource allocation to ensure efficiency, quality, and customer satisfaction. Operations strategy is not confined to immediate operational decisions but extends to shaping how operations contribute to sustainable competitive advantage over time.

The primary purpose of an operations strategy is to bridge the gap between market

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**2. Explain production process. Further discuss the objectives of production management for organization.**

**Ans 2.**

**Production Process**

The production process refers to the sequence of operations and activities involved in transforming raw materials or inputs into finished goods or services. It encompasses everything from initial design and procurement to manufacturing, assembly, and quality assurance. The goal of the production process is to create products that meet customer expectations in terms of quality, quantity, and cost while utilizing resources efficiently.

Production processes can be classified into different types based on their characteristics:

**Job Production:** Producing custom products tailored to specific customer requirements, such

**3. Write short note on:**

**a. Product Design**

**b. Sources of Product Innovation**

**Ans 3.**

**a. Product Design**

Product design is the process of creating and developing ideas that lead to the production of a new product or the improvement of an existing one. It is a crucial phase in the product development lifecycle and focuses on balancing aesthetics, functionality, usability, and manufacturability. The goal of product design is to create a product that meets customer needs, solves specific problems, and provides value.

The product design process typically involves several stages:

1. **Ideation:** Generating innovative ideas based on market research and customer insights.

**Assignment Set – 2**

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

**Ans 4.**

**Project Management**

Project management is the systematic approach to planning, executing, monitoring, and completing a project within specific constraints such as time, budget, and resources. It involves coordinating tasks, teams, and tools to achieve defined goals and deliverables. Project management ensures that projects align with organizational objectives and are completed efficiently while meeting quality standards.

Key elements of project management include:

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

**Ans 5.**

**Objectives of Maintenance Management**

Maintenance management refers to the process of overseeing and coordinating maintenance activities to ensure that equipment, machinery, and facilities operate efficiently and reliably. The primary goal of maintenance management is to optimize the performance of assets while minimizing downtime and operational costs. The key objectives include:

**Ensuring Equipment Reliability** Maintenance management aims to minimize equipment failures and ensure that all machinery and systems function efficiently. Reliable equipment

**6. Explain the concept of supply chain. Further discuss the components and importance of supply chain.**

**Ans 6.**

**Concept of Supply Chain**

A supply chain encompasses the entire network of individuals, organizations, resources, activities, and technology involved in producing and delivering a product or service. It begins with raw material sourcing and ends with the final delivery of the product to the customer. Supply chains aim to ensure seamless coordination among all participants to achieve efficiency, cost-effectiveness, and customer satisfaction.

The supply chain integrates various functions, including procurement, production, warehousing, transportation, and distribution. In a globalized economy, supply chains often