



UNIVERSITY OF NORTH BENGAL
BBA Honours 4th Semester Examination, 2020

CC10-BBA (403)

PRODUCTION MANAGEMENT

Full Marks: 60

ASSIGNMENT

*The questions are of equal value.
The figures in the margin indicate full marks.*

Attempt any two

30×2 = 60

1. “Production Management comprises of decision making concerned with production process.” — In the light of this statement, identify and discuss the various challenges with which the production department confronts every day and also state how decisions are made to overcome the challenges. 30
2. As a production manager of a company, how would you proceed to launch a new product in the market? 30
3. Describe various selective inventory control techniques with special emphasis of ABC analysis along with their respective pros and cons. 30

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