



**ALLAMA IQBAL OPEN UNIVERSITY**  
Semester Terminal Exam Autumn 2020

Program /level:	BBA/Graduation	Maximum Marks	100
Title /Course Code	<b>Production and Operations Management (8418)</b>	Pass marks	50

**Instructions for Exams:**

1. Attempt All Questions.
2. Write answers in your own words and avoid copying from an internet source or any book.
3. Be precise, avoid unnecessary details, answer to each question must be between 600-800 words.
4. Students are advised to upload their answer sheets/solutions on LMS portal as soon as they complete their answers and not to wait for 8:30 PM.
5. Submissions after due date & time will not be entertained. Attach undertaking with each course code which were allowed to attempt in Urdu.
6. If plagiarism found, Student may be declared fail.

Q. No.	Questions	Marks
1	You are supposed to make a draft layout strategy for any 3 business organizations and elaborate how the responses would be different in both the cases keeping in view the target audience.	30
2	Covid has shifted entire corporate paradigm. Keeping in view the COVID 19, make a comprehensive forecasting by any organization keeping in view the application of various theoretical concepts related to forecasting. How the analysis will vary if you make the said analysis for March 2019, March 2020, and March 2021. Identify the key variants you will observe with justification. Answer must be supported with the facts.	35
3	You are a Quality Control Manager of any plant . Strategy Execution and evaluation has become very hard in the recent days as business and economy dynamics have changed all of a sudden. Devise a rational plan of action for effective Quality production and strategic execution of the same so that optimal results can be achieved.	35