

**56024**

**MBA 2 Yr. 2nd Sem. (N.S.) 2011**

**Examination-May, 2015**

**Operations & Supply Chain Management**

**Paper-MBA-204**

**Time : 3 hours**

**Max. Marks : 80**

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after the examination.

**Note :** The question paper is divided in two sections. Section 'A' comprising eight short answer type questions (carrying two marks each, which are **compulsory**. Answer to each question should not exceed 50 words normally) Section 'B' comprising 8 questions (2 questions from each unit). The students are required to attempt **four** questions selecting **one** question from each unit. All questions will carry equal marks.

**Section-A**

**I. Short Answer Type Questions**

- (a) What are the three primary objectives of an operations and supply chain strategy?
- (b) What are material handling principles?
- (c) Discuss in brief different types of layouts.
- (d) What do mean by lean production ?
- (e) What do you mean by global optimization in logistics?
- (f) What are economic and services benefits of warehousing?
- (g) Write a short note on e- procurement.
- (h) Discuss social issues in supply chain management.

## Section-B

### Unit-I

2. Describe the four generic performance dimensions of operations and supply chain activities and discuss four stages of operations and supply chain alignment with business strategy.
3. What are the laws of forecasting and what are their implications for operations and supply chain managers? Describe the mechanics of three qualitative forecasting techniques and compare their strengths and weaknesses. <http://www.HaryanaPapers.com>

### Unit-II

4. What do you mean by Total Cost of quality? How are they related?
5. What do you mean by facility location and also discuss factors affecting location planning.

## Unit-III

6. Discuss in detail Logistical operation in supply chain management and explain logistics strategy and decision models.
7. Write a detailed note on future trends in supply chain management with special reference to hospitality industry in India?

## Unit-IV

8. Discuss in detail the process, trends and strategies of procurement and also discuss e-procurement in today's supply chain organizations.
9. Write a detailed note on customer value and supply chain management.