

Roll No.

12027

MBA 2 Year 2nd Semester CBCS (Old)

Re-appear Examination – October, 2020

OPERATIONS SUPPLY CHAIN MANAGEMENT

(Discipline Specific Elective Courses)

Paper : 16IMG22D1

Time : 1.45 Hours]

[Maximum 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 examination.

Note : Attempt any *three* questions. All questions carry equal marks.

1. Write brief notes on the following :

- (a) Dolphi method
- (b) Difference between production and operation
- (c) Fixed Layout

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- (d) Meaning and types of capacity
 - (e) Competitive advantage
 - (f) Meaning of logistics
 - (g) In sourcing
 - (h) Customer value
2. Explain the meaning and objectives of operations strategy. How is it related to business strategy ? Describe various operation strategies adopted by operations managers.
 3. Highlight the need for, benefits and limitations of forecasting.
 4. What is the importance of location decisions ? What are the consequences of a wrong location decision ? Briefly describe the factors considered in location decisions.
 5. What is JIT production ? Explain the pre-requisites for and benefits, of JIT production.
 6. Give an overview of Supply Chain Management (SCM). How can it benefit an organisation ? What are the essentials of SCM ?

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7. Discuss the objectives and scope of logistics management. What is the relationship between logistic design and operational planning ?
8. Differentiate between procurement and purchasing. Which factors influence the procurement strategies ? What are the costs and benefits of outsourcing ?
9. Write notes on :
 - (a) Make or buy decisions
 - (b) Social issues in SCM

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