

Registration No :

1806258167

Total Number of Pages : 01

MBA
18MBA303D

3rd Semester Regular / Back Examination 2019-20
OPERATIONS STRATEGY

BRANCH : MBA

Max Marks : 100

Time : 3 Hours

Q.CODE : HR742

Answer Question No.1 (Part-1) which is compulsory, any EIGHT from Part-II and any TWO from Part-III.

The figures in the right hand margin indicate marks.

Part- I

Q1 Only Short Answer Type Questions (Answer All-10) (2 x 10)

- a) What do you mean by Order Winner?
- b) What do you mean by Order Qualifier?
- c) What do you mean by Mass Customization?
- d) What do you mean by Vertical Integration? Give an example.
- e) What do you mean by BPR?
- f) What do you mean by Policy Deployment?
- g) What do you mean by balanced scorecard?
- h) Define Hoshins.
- i) What is cost of quality?
- j) What do you mean by cost leadership strategy?

Part- II

Q2 Only Focused-Short Answer Type Questions- (Answer Any Eight out of Twelve) (6 x 8)

- a) What are the procedures involved in Hill Methodology?
- b) What role should operations play in corporate strategy?
- c) Why do companies need policy deployment? What does it do.
- d) What are three generic strategies with which operations strategy must be consonant? How do they differ and provide competitive advantages?
- e) What are the strategic decisions in operations?
- f) "Operational strength as competitive Weapons". Discuss.
- g) Briefly explain supply network strategy with giving advantages.
- h) Briefly explain sources of quality.
- i) What are the procedures involved in operational strategy formulation?
- j) What are the stages involved in process of operations strategy implementation.?
- k) How to make decisions on capacity and capacity expansions?
- l) Explain the term purchasing? Describe purchase cycle in detail.

Part-III

Q3 Only Long Answer Type Questions (Answer Any Two out of Four)
Define Operations strategy? Explain its role and types. (16)

Q4 Briefly explain various sub strategies in operations. (16)

Q5 What are the models involved in gaining advantages in a global (16)

Q6 Briefly explain process technology decisions. (16)