

OPERATIONS STRATEGY (OS) (MBA-3rd Sem.)

Code: 18MBA 303 D
Credit: 4

Hours :1:00 hours
Class Test: II

Q.1. Answers four questions each questions carry 2 marks (4x2=8)

- a) What do you mean by Offshoring?
- b) Why Competitive Capabilities Plays a very important role in operational strategy?
- c) Define Quality Strategy with a suitable example.
- d) What are the criteria for acceptability?
- e) What do you mean by Business Process Reengineering?

Q.2. Answers two questions each questions carry 6marks (6x2=12)

- a) How does TQM fit into operations strategy?
- b) Write down the different elements of Six Sigma and explain DMAIC cycle
- c) What is Technology Strategy? Explain with suitable examples.

Answers any one question each questions carry 10 marks (1x10=10)

Q.3 Define vertical integration. Explain the classification of Vertical Integration. And also explain the factors that influence the vertical integration of an organization.

Q.4 What do you mean by Facility Location, Explain why Facility strategy is important of any organization? What are the criteria for choosing best location for service industry, explain with suitable example.

-----: Best of Luck: -----

Part I: Short Answer Type Questions

- 1. Answer any FOUR of the following questions. [2×4]**
- a. Write the full forms of GDS and IDS.
 - b. In oligopoly market, what decision/decisions a firm can and cannot take in its level?
 - c. Define price discrimination. List down different degrees of price discrimination.
 - d. What do you mean by Cartel and its probable impact on market?
 - e. Write 2 challenges related to network control.

Part II: Focused-Short Answer Type Questions

- 2. Answer any TWO of the following questions. [6×2]**
- a. Discuss how Break even approach help in setting the price. You can draw the breakeven chart and discuss.
 - b. What are the features of oligopoly market? Give examples.
 - c. What do you mean by ODF (or ODIF)? Explain with diagram how length-of-stay in hotel and hub-and-spoke network in airlines make different ODFs.

Part III: Long Answer Type Questions

- 3. Answer any ONE Question. (10*1) (Long Type) [10×1]**
- a. Suppose there are limited 200 seats for booking in an Airlines with fare classes 1 (full fare), 2 (discounted), and 3 (deep discount). The allotments for each class are 72, 80 and 48 respectively. Under the scheme of nested booking limit find out the booking limits of each class. How the protection levels for the classes are expressed with these booking limits?
 - b. Write short notes on different market structures by listing the features and citing examples:
 - i) Monopoly
 - ii) Perfect Competition
 - iii) Monopolistic Competition

Sales and Operation Planning

Class Test-II (3rd Semester MBA)

A. Short questions carrying 2 marks.

1. What is capacity planning? CO3
2. Define aggregate planning? CO3
3. What is level production strategy? CO3
4. Define MRP? Give one example of MRP in services. CO3
5. What is Master production scheduling? CO4

B. Short question carrying 6 marks.

1. Six jobs go first over machine I and then over machine II. The order of the completion of jobs has no significance. The table shows the machine times in hours for six jobs and the two machines.

Job	J ₁	J ₂	J ₃	J ₄	J ₅	J ₆
Machine I	2	4	9	6	7	4
Machine II	6	7	4	3	3	11

Find the sequence of the jobs that minimizes the total elapsed time to complete the jobs.

Also find the idle time for Machine I and Machine II.

2. Define Bill of Materials(BOM) CO4
3. Explain briefly the master production scheduling (MPS). CO4

C. Long questions carrying 10 marks.

1. What is aggregate planning? What are the need, purpose and techniques for aggregate planning? CO3
2. The following data shows the sales (in million dollars) of a company.

x	2015	2016	2017	2018	2019
y	12	19	29	37	45

Can you estimate the sales in the year 2020 using the regression line?

CO3

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Supply Chain Management & Logistics

MBA Sem. 3 (Operations): Class Test 2

Part - A: Answer any **4 questions** (each in 3-4 sentences only).
marks)

(4 x 2 = 8

- 1) What is meant by Pipeline Inventory?
- 2) What are the benefits of Vendor consolidation?
- 3) What are the benefits of Cross Docking?
- 4) What is the objective behind Lot streaming?
- 5) What is the basic difference between “Intensive” and “Selective” in Distribution strategy?

Part - B: Answer any **2 questions** in this Part.

(2 x 6 = 12 marks)

- 6) Explain the characteristic difference between Pipeline Inventory and Decoupling Inventory? Substantiate with examples.
- 7) Explain the concept of 3PL (Third party logistics) and how it benefits the SCM process?
- 8) Explain the benefits of Hub and Spoke model and give examples from specific industry or sector.

Part - C: Answer any one **question** in this Part.

(10 marks)

- 9) Elaborate on the 3 types and on the major functions of Warehousing? Furnish industry examples.
- 10) What is meant by Containerization? Explain how it has revolutionized the Global Supply Chain & Logistics systems.