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Total Number of Pages: 02

Course: MBA  
Sub\_Code: 18MBA303D

3<sup>rd</sup> Semester Regular/Back Examination: 2024-25  
SUBJECT: Operations Strategy  
BRANCH(S): MBA, FM&HRM, BA, FM, GM, HRM, IB, MM

Time: 3 Hours

Max Marks: 100

Q.Code: R273

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 Answer the following questions: (2 x 10)**

- Define Operations Strategy.
- Give an example of quality as a performance objective.
- Give two examples of decision area for "Capacity" for a hotel chain.
- Give two advantages of focused operations.
- What do you mean by capacity strategy.
- Give two points in favor of using the traditional market relationships with suppliers.
- Give an example of process technology provides something better or different which customer values.
- How can you manage your suppliers over time?
- What do you mean by modular design?
- What is "offshoring" in global operations strategy?

**Part-II**

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

- Give an overview of content of operations strategy.
- Explain how do the requirements of market influence operations strategy.
- Explain the order winning and qualifying competitive factors.
- Discuss the factors influencing the timing of capacity change.
- Discuss some advantages and disadvantages of outsourcing.
- Explain any two elements of partnership relationships in details.
- How do the market volume and variety influence process technology?
- Differentiate between the breakthrough and continuous improvement.
- Discuss the way supplier can be involved in product/service development process.
- Explain the way the concept of Total Quality Management (TQM) fits into operations strategy.
- What do you mean by supply chain instability?
- Discuss the static or defensive approaches to sustainability.

**Part-III**

**Only Long Answer Type Questions (Answer Any Two out of Four)**

- Q3** What do you mean by operations performance objectives? Discuss in details the internal and external effects of the performance objectives. **(16)**
- Q4** What is supply network strategy? Explain in details the elements of partnership relationship. **(16)**
- Q5** What do you mean by performance measurement? Discuss the factors that can be included as performance targets. **(16)**
- Q6** What do you mean by sustainable alignment? Explain the dynamic or offensive approaches to sustainability. **(16)**