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Roll No.

18DD2028

M.B.A. EXAMINATION, 2020

(Fourth Semester)

(B Scheme) (Re-appear)

(MBA)

OM06C

OPERATIONS STRATEGY

Time : 2½ Hours]

[Maximum Marks : 75

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

Note : Attempt *Four* questions in all. All questions carry equal marks.

(5)M-18DD2028

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1. What do you mean by operations performance ? Explain five generic performance objectives with suitable examples.
2. Write short notes on the following :
 - (a) Explain briefly substitutes for strategy.
 - (b) Why are lean operations important ?
3. Define levels of capacity strategy. Also discuss the importance of location of capacity with suitable examples.
4. Write short notes on the following :
 - (a) What is supply network dynamics ?
 - (b) Comment on Do or Buy strategy.
5. What do you understand by product development ? Stepwise explain the process of product development.
6. What is meant by evaluation of process technology strategy ? Also discuss product process matrix with relevant examples.

7. What is meant by implementation of operations strategy ? Also explain the risks associated with implementation.
8. State briefly the following :
- (a) Stepwise explain the process of operations strategy.
 - (b) Tracking performance of operations strategy and its importance.