



M.B.A. II Semester Degree Examination, October - 2023
Operations Management and Supply Chain Management
(NEP)

Time : 3 Hours

Maximum Marks : 70

Note : Answer **any five** of the following questions with Question No. **1 (Q1) Compulsory**. Each question carries **equal** marks.

1. (a) Explain the significance of considering services as a crucial aspect of operations management. **7**
(b) Explain how services are integrated as a vital component of operations management. **7**
2. (a) Describe the forecasting process and its importance in operations management. **7**
(b) Define Value Analysis in the context of product and service design. How does Value Analysis contribute to optimizing costs and improving product functionality ? **7**
3. (a) How does TQM focus on continuous improvement and customer satisfaction ? **7**
(b) What is Statistical Process Control (SPC) ? How does SPC utilize statistical techniques to monitor and control process variation ? **7**
4. (a) Illustrate how the Bullwhip effect can impact supply chain operations and suggest strategies to mitigate its effects. **7**
(b) Explain the process of process flow charting and Business Process Reengineering (BPR) in improving operational efficiency. **7**
5. (a) Explain how ERP integrates various business processes and functions, including Inventory management and scheduling. **7**
(b) Elaborate on the role of scheduling in services industries. **7**
6. (a) Discuss the current priorities in operations management and delve into the concept of Operations Strategy. **7**
(b) Explain the determinants of effective capacity planning. **7**



- 7.** (a) How can organizations effectively measure the success of their sourcing and supply chain management efforts ? Explain. **7**
- (b) Define strategic sourcing and describe the procurement process. **7**
- 8.** (a) Explain the specific characteristics and considerations associated with each type of scheduling and provide examples to illustrate their application. **5**
- (b) How do principles like reducing waste, improving quality and minimizing lead times contribute to the success of JIT ? **5**
- (c) Write an explanatory note on e-procurement. **4**

- o 0 o -

