

Total No. of Questions : 5]

SEAT No. :

**P3826**

**[4870]-4008**

[Total No. of Pages : 2

**M.B.A - II**

**OPERATION MANAGEMENT (Specialization)**

**403(OPE): Operations Strategy**

**(2013 Pattern) (Semester - IV)**

*Time : 2 ½ Hours]*

*[Max. Marks : 50*

*Instructions to the candidates:*

- 1) All questions are compulsory.*
- 2) Each question has an internal option.*
- 3) Each question carries 10 marks.*
- 4) Figures to the right indicate marks for that question /sub question.*
- 5) Draw neat diagrams and illustrations supportive to your answer.*
- 6) Your answer should be specific and to the point.*

**Q1) a)** Explain the preface of operation's strategy in today's global economy?  
[10]

OR

b) Define Operations strategy ? Explain its impact & linkage with corporate strategy?  
[10]

**Q2) a) i)** Explain Operations strategy implementation. [5]

ii) Explain the value Chain concept focus. [5]

OR

b) Briefly describes various strategic issues associated with manufacturing?  
[10]

**Q3) a)** Explain the concept of Change Management in association with operations strategy implementation?  
[10]

**P.T.O.**

**OR**

- b) Explain the various issues related with implementation of Operations Strategy in any organization? **[10]**

- Q4) a)** Explain the various organizational issues involved while implementing the functioning of resource Management? **[10]**

**OR**

- b) i) Explain Key performance Indicator. **[5]**

- ii) Describe the concept of strategic resource management & its importance **[5]**

- Q5) a)** What is the role of Technology in operations strategy? Discuss in brief **[10]**

**OR**

- b) Briefly describe the concept of SAP & its importance in decision making? **[10]**

