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GIET UNIVERSITY, GUNUPUR – 765022
M. B. A (Third Semester) Examinations, February – 2023
21MBAOM23003 – Operations & Materials Management

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 10 = 20 Marks)**

| Q.1. Answer <i>ALL</i> questions | CO # | Blooms Level |
|--|------|-----------------|
| a. Explain Innovative management | CO1 | K2 |
| b. Name the five well-recognised operations performance measures. | CO1 | K2 |
| c. The concepts of operation Management- comment | CO1 | K2 |
| d. Name the level of operations management | CO2 | K2 |
| e. Deduce capacity management. | CO2 | K2 |
| f. Name the improvements can be made to achieve operational management productivity goals? | CO2 | K2 |
| g. Name five well-recognised operations performance measures | CO2 | K2 |
| h. Explain Green Logistics | CO3 | K2 |
| i. Step in value chain analysis | CO3 | K2 |
| j. Explain Inbound logistics. | CO3 | K2 |

PART – B**(8 x 5 = 40 Marks)**Answer *ALL* questions

| | Marks | CO # | Blooms Level |
|--|-------|------|-----------------|
| 2. a. Define operations strategy and the process of operations strategy (OR) | 8 | CO1 | K2 |
| b. Discuss innovative management and the classification in innovative management | 8 | CO1 | K2 |
| 3.a. Discuss Vertical integration and outsourcing (OR) | 8 | CO1 | K2 |
| b. Discuss the decisions on capacity and capacity expansion from the point of Capacity strategy | 8 | CO2 | K2 |
| 4.a. ‘Competitiveness is driven by customer wants and needs’- Explain. (OR) | 8 | CO2 | K2 |
| b. Explain and discuss the concept of positioning. Why would a company not want to keep changing to confuse its competition? | 8 | CO2 | K2 |
| 5.a. Elaborate strategic planning and the four phases in the evolution of strategic planning. (OR) | 8 | CO3 | K2 |
| b. Explain strategic sourcing. Distinguish Strategic sourcing vs. procurement. | 8 | CO3 | K2 |
| 6.a. Describe quality management and its merits and demerits. (OR) | 8 | CO3 | K2 |
| b. Discuss the benefits of a proper supplier quality management process and supplier selection criteria and strategies | 8 | CO3 | K2 |

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