

Total No. of Questions : 5]

P2238



SEAT No. : Dec-18

[Total No. of Pages : 2

[5465] - 4013

M.B.A. - II

403 (OPE) : OPERATION MANAGEMENT (SPECIALIZATION)

Operations Strategy and Research

(2016 Pattern) (Semester - IV)

Time : 2¼ 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) Use calculator is permitted (as applicable)

Q1) a) Explain Importance of operations strategies. Discuss impact with corporate strategy. [10]

OR

b) Define Operations Strategy. Explain social responsibility and strategic fit. Discuss. [10]

Q2) a) i) Explain linking manufacturing to markets. [5]
ii) Write note on stake holder and strategy. [5]

OR

b) What is core competence? Explain core competence and distinctive capabilities. Discuss. [10]

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

OR

b) Explain the various tradeoff alternatives in case of strategy implementation? [10]

Q4) a) Solve the following LPP using simplex method. [10]

$$\begin{aligned} \text{Max} \quad & Z = 15x_1 + 6x_2 + 9x_3 + 2x_4 \\ \text{Subject to} \quad & 2x_1 + x_2 + 5x_3 + 6x_4 \leq 20 \\ & 3x_1 + x_2 + 3x_3 + 25x_4 \leq 24 \\ & 7x_1 + 7x_4 \leq 70 \\ & x_1, x_2, x_3, x_4 \leq 0. \end{aligned}$$

OR

P.T.O.

- b) i) Explain Goal Programming in detail. [5]
 ii) Explain Liner Programmig in detail. [5]

Q5) a) What is decision tree? Explain in the details about build new plant or sub - contract with example. [10]

OR

- b) A firm owner is seriously considering of drilling a farm well. In the past, only 70% of wells drilled were successful at 200 feet of depth in the area. Moreover on finding no water at 200fit.,some persons drilled it further upto 250fit but only 20% struck water at 250fit. The prevailing cost of drilling is Rs. 50 per foot. The farm owner has estimated that in case he does not get his own wells he will have to pay Rs. 15,000 over the next 10 years, in PV term., in PV term, to buy water from the neighbor. The following decision can be optimal.

- i) Do not drill any well
 ii) Drill up to 200fit and
 iii) If no water is found at d200fit drill further up 250fit.

Draw an appropriate decision tree and determine the farm owner's strategy under E.M.V approach. [10]



Total No. of Questions :5]

P1479

[5365]-4013

M.B.A.-II

SEAT No. :

[Total No. of Pages : 2



May 18

**403 (OPE) : OPERATIONS STRATEGY AND RESEARCH
(Semester-IV) (2016 Pattern)**

Time : 2¼ 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) Use calculator is permitted (as applicable).

Q1) a) What is Operations Strategy? Explain Strategies and values competing through Operations. [10]

OR

b) Explain Importance of operations strategies. Discuss impact with corporate strategy. [10]

Q2) a) i) Explain value chain concept focus. [5]

ii) Write note on strategic issues in manufacturing. [5]

OR

b) What is Core competence? Explain Core competence and distinctive capabilities Discuss. [10]

Q3) a) Explain the concept of Change Management in association with operations strategy Implementation. [10]

OR

b) Explain in the detail about Just In Time and Lean manufacturing process with suitable example. [10]

Q4) a) What is Linear programming. Explain Simplex method with suitable example. [10]

OR

b) i) Explain Formulation of LPP. [5]

ii) Explain Sensitivity Analysis. [5]

P.T.O.

Q5) a) A Manager has a choice between two options : [10]

- i) A risky project promising Rs. 10 lakhs with a probability of 0.6 and Rs. 6 lakhs with a probability of 0.4
- ii) A diversified portfolio comprising of two projects with independent outcomes each paying Rs. 5 lac with a probability of 0.6 and Rs. 3 lakhs with probability of 0.4.

Construct decision tree for using expected monetary value criteria.
What is the optimal decision in this case?

OR

- b) Define Decision tree? Explain application of decision trees in making manufacturing decisions like expansion of present plant. Discuss. [10]

