

Jagan Institute of Management Studies
End-Term Examination, September, 2016
Trimester IV – PGDM 2015-17

Operation Strategy
ET_PG_OS_0110

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any SIX questions including Q1 & Q7 which are compulsory.

- Q 1** Attempt any three parts from this question.
- a) “Most operations improvements are relatively minor ongoing changes to the operations process.” Comment.
 - b) “While coupling would consist of physical links between pieces of equipment but connectivity relate to connecting information process technology” Comment.
 - c) “Supply networks are the interconnections of relationships between operations”, justify the statement with suitable situation.
 - d) There are few industries where the total demand for products and services matches the cumulative capacity of all the firms in the industry. Comment. **15**
- Q 2** How can process technology be evaluated strategically? **10**
- Q 3** What can the operations do to deploy their capabilities into the market? **10**
- Q 4** Compare the advantages and disadvantages of in-house and outsourcing in manufacturing and services industries. **10**
- Q 5** Often the reasons why operations are where they are is not always obvious. They are there because they are there. Entrepreneurial whim or lifestyle preference may overcome seeming locational disadvantages. In other cases the location decision is only reached after extensive thought and analysis. Analyze these statements. **10**
- Q 6** What is operations strategy and what are the four perspectives of operations strategy? **10**
- Q 7** Explain the three strategies; qualifiers, order winners and delights. **15**
