MB124D

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

Elective-D : Operations

Global Operations Management

(Non-CBCS Scheme)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each question carries Three marks. (5×3=15)

1. a) What is global operations management?

b) What factors influence facility reallocations in global operations?

c) What are the key ethical issues in global operations?

d) Define mergers and acquisitions in global operations strategy with example.

e) What are the sourcing strategies in International Procurement?

f) What is International supply chain management?

g) What is the significance of technology in international operations?

SECTION - B

Answer any Four sub-questions. Each question carries Five marks. (4×5=20)

2. Describe the significance of global operations.

3. Explain the key considerations involved in location and production decisions for multinational companies.

4. Discuss the role of technology in international operations.

5. Outline the main elements of global operations strategy and the impact of global mergers and acquisitions on a company's global network.

6. Describe the process of international product design and development.

7. Explain the challenges of international distribution.

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SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

8. Analyze the implications of global transportation issues on the efficiency of multinational operations.

9. Examine the impact of global mergers and acquisitions on a company's operational strategy and network.

10. Analyze the influence of international branding and reverse engineering on a company's competitive position in global markets.

11. Examine the role of technology transfer in international product development and sourcing.

12. Analyze the effectiveness of different global procurement strategies, such as single sourcing and multi-sourcing, in managing international supply chains.

SECTION - D

13. Case(Compulsory) (1×15=15)

TechInnovate Inc., a technology company specializing in advanced consumer electronics, has decided to expand its operations globally. The company aims to enhance its international presence by opening new production facilities, leveraging technological advancements, and pursuing strategic mergers and acquisitions. TechInnovate Inc. is also focusing on improving its product design and development processes to better cater to diverse international markets.

The company has identified key regions for facility relocation, integrated new technologies to streamline operations, and evaluated potential global partners for mergers. However, TechInnovate faces challenges in aligning its product development with international standards and managing logistics across multiple regions.

Questions:

a) Analyze the impact of TechInnovate Inc.'s facility relocations on its global operations strategy.

b) Examine how the integration of new technologies at TechInnovate Inc., could address ethical issues and enhance operational effectiveness.

c) Analyze the challenges TechInnovate Inc., might face in aligning its product design and development with international standards.

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