MBSC-4.1D

Sl.No. : **Total No. of Pages : 2**

Fourth Semester M.B.A. Degree Examination, November - 2024
(SLM Scheme) (CBCS)
MANAGEMENT (Elective D Operation)
Strategic Operations Management

Time : 3 Hours **Max. Marks : 80**

SECTION - A

Answer any five questions. Each question carries five marks. [5 × 5 = 25]

Q1) Define operation system briefly with some example.

Q2) How technological development affects industrial productivity?

Q3) Write a short note on Job costing.

Q4) Discuss the SHE practices.

Q5) Discuss the various Training methods.

Q6) Differentiate between loading and scheduling in the manufacturing process.

Q7) What are features of modern production system?

SECTION - B

Answer any four questions. Each question carries ten marks. [4 × 10 = 40]

Q8) Discuss recent trends in production management and its impact to global Competition?

Q9) How value analysis helps the business to evolve in competitive market.

Q10) Write a short note on Industry 4.0.

Q11) State the benefits of Social Security.

Q12) Explain the business strategies and services considered for modern business environment.

Q13) What is Mechatronics and define its objectives? What are the factors which influences the need for it?

SECTION - C

Q14) Case (Compulsory). **[1 × 15 = 15]**

Patanjali Ayurved, founded in 1995 by Baba Ramdev and Acharya Balkrishna, is an Indian consumer goods company known for its range of Ayurvedic products, including food, personal care, and health supplements. The company has grown rapidly in India, driven by its focus on natural and Ayurvedic products, and has become a major player in the Indian FMCG sector.

In the early 2010s, Patanjali faced several operational challenges such as scaling up of production, SCM and enhance distribution network. To address these challenges, Patanjali implemented several key strategic operations decisions such as In-house Manufacturing, Vertical Integration, Cost Efficiency, Branding and Marketing.

Questions

a) Do you this the strategic decisions would help the organization?

b) Do you think in house manufacturing can ensure quality?