MBSC-4.1D

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

Fourth Semester M.B.A. Degree Examination, October - 2025
(SLM Scheme) (CBCS)
MANAGEMENT
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 Management briefly with some example.

Q2) Explain the steps in process planning and value engineering.

Q3) Write a short note on Nano technology.

Q4) What is Product Scheduling? Explain the methods used in Product scheduling.

Q5) What are the methods to measure and improve productivity? Explain in Detail.

Q6) Differentiate between loading and scheduling in the manufacturing process

Q7) What is role of Industrial relation in manufacturing.

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) Explain in detail about the corporate strategies and functional strategies with illustration.

Q10) Write a short note on Social Security measures.

Q11) State the benefits of Contingency Planning in detail.

Q12) Explain the concept of mechatronics & industry 4.0?

Q13) How integrated manufacturing system helps in growth of organization? Explain in detail.

SECTION - C

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

Amul, the flagship dairy brand of the Gujarat Cooperative Milk Marketing Federation (GCMMF), is one of India's largest and most successful dairy cooperatives. Established in 1946, Amul has played a pivotal role in revolutionizing the Indian dairy industry through its cooperative model and strategic operations management.

In the early 2000s, Amul faced significant challenges in managing its vast and complex supply chain. The cooperative had to ensure timely delivery of fresh dairy products across India, manage a large network of dairy farmers, and maintain high quality standards amidst fluctuating supply and demand. Additionally, Amul needed to address issues related to cold storage, transportation, and procurement efficiency.

To address these challenges, Amul implemented the following plans to optimize its operations and supply chain:

Questions

a) Would you advice a centralized or a decentralized supply chain model? Justify your answer

b) What are the key capital investment area for AMUL

c) What is your priority Supplier relation or Customer Relation? Comment