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MMPO–003

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

December, 2024

**MMPO–003 : OPERATIONS
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. What is an operations strategy ?
Describe the operations strategy formulation process.
2. Define the triple bottom line and explain its components. Discuss the economic measures of the triple bottom line.
3. What is process and capacity analysis ?
Discuss the factors affecting the process selection.
4. Distinguish between Quality and Reliability.
How do you interlink them ? Discuss.
5. What is Artificial Intelligence (AI) ? Explain the applications of AI in industry 4.0.
6. Explain the principles and components of lean manufacturing.

7. Write short notes on any *four* of the following :

(i) Just in Time (JIT)

(ii) DMAIC

(iii) Reverse Logistics

(iv) MTBF and MTTF

(v) Kanban System

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