

**Ph. D. PROGRAMME
(MANAGEMENT DISCIPLINE)
(PHDMD)**

**Term-End Examination
December, 2024**

**(AREAWISE ADVANCED COURSE OF
STUDY AND READINGS)**

RMSE-004 : OPERATIONS MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

(ii) Each question carries 20 marks.

1. What do you mean by the bullwhip effect ?
What causes the bullwhip effect in supply chains ? Discuss.
2. What is an operations strategy ? Explain the operations strategy formulation process.
3. What are the elements of a network analysis of projects ? What are the alternative methods by which a project can be graphically depicted for the purpose of analysis ?

4. Discuss the key challenges facing the logistics industry today. What do you see as the greatest area of opportunity for logistics ? Why ?
5. What are the various modes of transport ? Discuss the merits and demerits of various modes of transportation.
6. What is Operations Consulting ? When is Operations Consulting needed ? Discuss.
7. Write short notes on any *three* of the following :
 - (i) Supply chain stakeholders
 - (ii) Business Process Outsourcing (BPO)
 - (iii) Project Environment
 - (iv) Supply Chain Planning
 - (v) Third Party Logistics

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