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**MASTER IN BUSINESS ADMINISTRATION
(FULL TIME PROGRAMME) (MBACN)**

Term-End Examination

December, 2011

**MCN-012 : OPERATIONS AND SUPPLY CHAIN
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any five questions.

1. What is operation management? Discuss in detail the decision making tools of operation management. **20**
2. Discuss the following : **10+10**
 - (a) Operations strategy.
 - (b) Competitiveness in operations management.
3. Discuss the facility location models with appropriate examples. **20**
4. (a) Discuss the role of technologies in processes of operations management. **10+10**
(b) Differentiate between product and service.
5. (a) Briefly discuss the principles of supply chain management. **10+10**
(b) How can customer service be improved by proper implementation of SCM.

6. Write note on the following : **10+10**
(a) Enterprise Resource Planning
(b) Just in Time
7. Discuss the following : **10+10**
(a) Quality Management
(b) Statistical Process Control
8. What is forecasting ? Explain the methods that are used while making a forecast of demand of a product. **20**
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