PART A

Compulsory - Each question carries 1 mark

Q.1. Select the correct option and write

i) Which of the following best describes the production of computers?
   a) Production through separation  
   b) Production by modification  
   c) Production by analysis  
   d) Production by assembly

ii) Production of customized machines by skilled workers using general purpose machines is categorized as
   a) Job shop production  
   b) Batch production  
   c) Repetitive flow production  
   d) Continuous flow production

iii) A supply chain that includes supplier’s supplier and customer’s customer is called
   a) Internal supply chain  
   b) External supply chain  
   c) Extended supply chain  
   d) Upgraded supply chain

iv) Choice of products, meeting needs of customers, gaining advantage over competitors, creating new opportunities, etc. are part of
   a) Corporate strategy  
   b) Operational strategy  
   c) Marketing strategy  
   d) Business unit strategy

v) The stage in a product life cycle characterized by continuous improvement is
   a) Introduction  
   b) Growth  
   c) Maturity  
   d) Decline
Q. 2. Fill in the blanks. (Do not reproduce the statement)

i) Decisions taken by top leaders of an organization that affect organizational health and survival are called __________ decisions.

ii) The location of _________ outlet is driven by the consideration of geographic coverage.

iii) _______________ is the ability to respond to changes.

iv) The process of dividing large markets into various small units which have more or less similar related characteristics is called __________.

v) ___________ is the commercial transaction that involves the transfer of information across the internet.

vi) _____________ is a system, process, or piece of equipment that is self-acting or self-regulating.

vii) The type of information system that facilitates communication within the firm is known as ______.

viii) Replacement of manual labor by machines is called ________.

Q.3. Expand the following

i) TPS

ii) CRM

iii) TOMA

iv) FMS

v) CAM

vi) DGS&D

vii) SPIRE

viii) SCIS
Q.4. Match A and B

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<thead>
<tr>
<th>A</th>
<th>B</th>
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<tbody>
<tr>
<td>i) Service</td>
<td>a) Pull through</td>
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<td>ii) Change in preference</td>
<td>b) Mass production</td>
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<td>iii) Cost Leadership</td>
<td>c) Antennae</td>
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<td>iv) JIT</td>
<td>d) Perishable</td>
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<td>v) Assembly line</td>
<td>e) Decline stage</td>
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<td>vi) Cell manufacturing</td>
<td>f) Michael Porter</td>
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<td>vii) Concurrent engineering</td>
<td>g) Group technology</td>
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<td>viii) RFID</td>
<td>h) Cross functional</td>
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PART B

(Attempt any 3 Questions, each question carry 16 marks)

Q.5.  a) ABC company produces and markets consumer durables. Suggest how the company should implement a CRM solution.
       b) Efficiency is an important factor in business operations. Explain.

Q.6.  a) A consumer durable company is planning to introduce a new product to replace one of its existing products. Explain how the company should go about introducing the new product.
       b) A company is planning to establish a plant in a new region. Explain how the company can use factor rating method to identify the most suited location.

Q.7.  Write short notes on any four
       a) Segmentation
       b) Cost leadership strategy
       c) Flexible manufacturing system
       d) RFID
       e) Commercialization

Q.8.  a) What is meant by service quality? Explain the dimensions of service quality.
       b) Explain Product Differentiation and Zero defects.

Q.9.  a) Explain how will you design a channel structure for a customized product and a consumer durable product.
b) Explain various production systems.

**PART C – Case Study  - compulsory  (20 Marks)**

Q. 10. GlobalTel, Inc. is a US telecommunications company that has developed a new type of low cost cellular telephone system technology. The technology has the potential to provide widespread access to telephone service at very reasonable cost to users. GlobalTel is planning to design and engineer the telephone systems in the United States, manufacture most of the components in Mexico and Taiwan, assemble the finished products in South Korea, and initially sell the products in China and India. GlobalTel plans to establish joint ventures with manufacturers in Mexico, Taiwan, and South Korea, and to contract with local distributors in China and India.

Questions:
1. Prepare a list of elements that should be included in the operations strategy
2. Briefly list the information you would need to know before an operations strategy could be developed for GlobalTel.
3. Discuss the importance of linking the product plans, competitive priorities and operations strategy of GlobalTel.
4. Discuss the importance of linking the market plans of local distributors and the positioning strategy of GlobalTel.

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