

Ph.D. IN MANAGEMENT (PHDMGMT)

Term-End Examination

00389

December, 2017

**RMSE-004 : ADVANCED COURSE OF STUDY AND
READINGS : OPERATIONS MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Attempt any **five** questions. All questions carry equal marks.

1. Some people tend to use the terms Effectiveness and Efficiency interchangeably, though we've seen that they are different concepts. Is there any relationship at all between them ? Discuss in detail. 20

2. What do the expressions 'Order Winners' and 'Order Qualifiers' mean ? What was the order winner for your last major purchase of a product or service ? Discuss. 20

3. What characteristics should a project possess for critical path scheduling to be applicable ? What types of projects have been subjected to critical path analysis ? Explain. 20
4. Discuss the various factors that affect Logistics. Also explain the importance of logistics in supply chain management. 20
5. Explain Operations Consulting. Illustrate the operations analysis tools that are used in the consulting industry. 20
6. OSCM is a dynamic field and issues arising in global enterprises present exciting new challenges for the operations managers. Discuss some current issues in OSCM. 20
7. Write short notes on any **two** of the following : 20
- (a) Triple Bottom Line
 - (b) Work Breakdown Structure (WBS)
 - (c) Cross-Docking
 - (d) Road Transport in India
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