

00443

**Ph.D. PROGRAMME MANAGEMENT
(PHDMGMT)**

Term-End Examination

December, 2018

RMSE-004 : OPERATIONS MANAGEMENT

Time : 3 hours

Maximum Marks : 100

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. Discuss the timeline depicting major concepts that define the Operations and Supply Chain Management (OSCM) field.
2. What is meant by a triple bottom line strategy ? Discuss giving an example of a company that has adopted this type of strategy.
3. What is project management ? Explain how project's tasks are organized ? Also give an example of a work breakdown structure.
4. What are the pros and cons of relocating a small or mid-sized manufacturing firm (that makes mature products i.e. products with stable demand) from the United States to India ?
5. What is operations consulting ? When are the operations consultants needed ? Define finders, grinders and minders in this context.

6. Describe the components of logistics infrastructure. How does these components relate to supply chain management ?
7. Write short notes on **any two** of the following :
- (a) Product-Services bundling
 - (b) Critical Path
 - (c) Hub and Spoke systems
 - (d) Third-party logistics in India
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