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RMSE–004

Ph. D. IN MANAGEMENT (PHDMGMT)

Term-End Examination

December, 2023

**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. Operations and Supply Chain (OSCM) people specialize in managing the production of goods and services. Do you agree or not ? Give sufficient reasons for your answer.
2. Different customers are attracted by different attributes. Discuss the major competitive dimensions that form the competitive position of a firm. Can you suggest a few more competitive dimensions ?

P. T. O.

3. Before the project starts, senior management must decide which organizational structures will be used to tie the project to the parent firm. Discuss these structures along with their advantages and disadvantages.
4. There are many internal and external factors that affect the efficiency and effectiveness of logistics. Explain in detail.
5. Explain the concept of Business Process Reengineering (BPR). What are the managerial guidelines that apply to almost every organization contemplating reengineering ?
6. How the chain relationship can contribute to the success of SCM ? Is it necessary to extend this relationship beyond the chain, to further achieve the objectives of SCM ? Explain.
7. Write short notes on any *two* of the following :
 - (a) PERT
 - (b) Operations and Supply Chain Strategy
 - (c) Business Analytics
 - (d) Slack time