MBA 2\textsuperscript{nd} Semester University Examination
June 2013
Operations and Supply Chain Management

Subject Code: MSL-516

Time Allowed: 03 hours. Maximum Marks: 100

Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

\textbf{Note: Attempt any five questions and all questions carry equal marks.}

\textbf{Section – A}

1. HUL has decided to increase its reach in rural areas. What are the implications of this decision for the department that manages the supply chain for HUL products. Also write various key issue in supply chain management.

2. Describe the four generic performance dimensions of operation and supply chain activities and discuss four stages of operation and supply chain alignment with business strategy.

3. Define Logistics. Explain about various logistics decision areas.

\textbf{Section – B}

4. Identify the four major trends in Purchasing management. Also explain the various Multi-criteria Decision Models in Sourcing and Purchasing?

5. Write short notes on the following (a) Kanban (b) JIT perspective on Waste

6(a) What is the role of outsourcing in minimization of supply chain management

(b) Role of IT in SCM