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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – MBA-2025
Course Name – Operations and Supply Chain Management
Course Code - MBA20408
(Semester II)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Define operations management in the context of SCM.

a) Managing finances only
b) Managing transformation of inputs into outputs
c) Managing marketing activities
d) Managing human relations

(ii) Define supply chain management.

a) Managing internal production only
b) Managing supplier relationships only
c) Integrating suppliers, manufacturers, and customers
d) Managing sales forecasting

(iii) Cite an example of a service operation.

a) Automobile manufacturing
b) Steel production
c) Banking
d) Electronics assembly

(iv) Examine the primary objective of operations strategy.

a) Profit maximization only
b) Alignment with business strategy
c) Employee satisfaction
d) Market expansion

(v) Define material flow in a supply chain.

a) Movement of information
b) Movement of money
c) Physical movement of goods
d) Flow of demand data

(vi) Cite a competitive dimension related to minimizing production expenses.

a) Quality
b) Flexibility
c) Cost
d) Delivery

(vii) Cite a competitive dimension that focuses on meeting customer expectations.

a) Cost
b) Quality
c) Volume
d) Capacity

(viii) Examine flexibility as a competitive dimension.

a) Ability to reduce cost
b) Ability to change product mix
c) Ability to deliver faster
d) Ability to improve quality

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(ix) Examine delivery performance in operations.

a) Low inventory levels
b) On-time order fulfillment
c) High product variety
d) Low production cost

(x) Define customer value in operations management.

a) Lowest selling price
b) High advertising
c) Balance of benefits and costs perceived by customers
d) Maximum output

(xi) Analyse cost as a competitive dimension.

a) Emphasizes premium pricing
b) Focuses on minimizing operational expenses
c) Ignores efficiency
d) Applies only to services

(xii) Choose the competitive dimension most associated with meeting customer expectations.

a) Cost
b) Quality
c) Flexibility
d) Volume

(xiii) Choose the option that best describes the relationship between sustainability and operations.

a) Sustainability reduces efficiency
b) Sustainable operations increase waste
c) Sustainable operations support long-term customer value
d) Sustainability is unrelated to operations

(xiv) Analyse how operations contribute to customer value.

a) By increasing complexity
b) By improving cost, quality, delivery, and sustainability
c) By focusing only on suppliers
d) By maximizing inventory

(xv) Analyse a major challenge in demand forecasting.

a) Stable customer preferences
b) Demand variability
c) Unlimited data availability
d) Zero lead time

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Define Operations and Supply Chain Management (SCM) and state its scope. (3)
3. Explain the concept of operations strategy. (3)
4. Determine the competitive dimensions in operations management. (3)
5. Analyse the role of capacity planning in operational efficiency. (3)
6. Evaluate the significance of demand forecasting in supply chain management (3)

OR

Evaluate the importance of effective vendor management in supply chains. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. Analyse the Economic Order Quantity (EOQ) model and explain its assumptions and relevance in inventory management. (5)
8. Analyse the key warehouse operations and their importance in supply chain efficiency. (5)
9. Appraise how effective inventory models, warehousing, and transportation planning contribute to competitive advantage. (5)
10. Describe the different types of production systems—job shop, batch, assembly line, and continuous flow and explain their key characteristics (5)
11. Explain Total Quality Management (TQM) and Six Sigma, along with key principles and objectives. (5)
12. Analyse the impact of the Bullwhip Effect on supply chain performance. (5)

OR

Analyse the major challenges associated with demand forecasting in modern supply chains. (5)

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