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Question Paper Code	12361
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MBA - DEGREE EXAMINATIONS, NOV / DEC 2023

Third Semester

Master of Business Administration

20MBO303 - STRATEGIC OPERATIONS AND INNOVATION

(Regulations 2020)

Duration: 3 Hours

Max. Marks: 100

PART - A (10 × 2 = 20 Marks)

Answer ALL Questions

- | | <i>Marks,
K-Level, CO</i> |
|--|-------------------------------|
| 1. What is technological Myopia? | <i>2,K2,CO1</i> |
| 2. Define Strategic operations management. | <i>2,K1,CO1</i> |
| 3. What is product proliferation? | <i>2,K1,CO2</i> |
| 4. What are Core operational strategy areas? | <i>2,K1,CO2</i> |
| 5. Define Managing Materials & Inventory. | <i>2,K1,CO3</i> |
| 6. What do you mean by ERP? | <i>2,K1,CO3</i> |
| 7. What are Operations involvement in Innovation? | <i>2,K1,CO4</i> |
| 8. What are the Dimensions of strategic innovations? | <i>2,K1,CO4</i> |
| 9. Define strategic innovations. | <i>2,K1,CO5</i> |
| 10. Role of Technology change and productivity. | <i>2,K1,CO5</i> |

PART - B (5 × 13 = 65 Marks)

Answer ALL Questions

11. a) Explain the process, benefits, recent trends of Strategic Operations. *13,K2,CO1*
- OR**
- b) What are the Competitive advantage through operations, Process Choice and Layouts in Operations? Discuss in detail. *13,K2,CO1*
12. a) Discuss the role and purpose of operations strategies and the various types. *13,K2,CO2*
- OR**
- b) What are the Operational Risk Management Strategies of Future of operations? Discuss in detail. *13,K2,CO2*
13. a) What are strategic planning steps in Implementation Managing Materials & Inventory? Discuss in detail. *13,K2,Co3*

OR

b) Explain JIT in Scheduling & Capacity Management in production and operation management. *13,K2,CO3*

14. a) What are Agile and lean approaches in strategic innovation management? Explain. *13,K2,CO4*

OR

b) Discuss about the various Innovation strategy in practice examples. *13,K2,CO4*

15. a) What are the role of strategic innovations technology in Developing Product Design and Operations Design? State its role in introducing new products and services. *13,K2,CO5*

OR

b) Explain various Sources of technology and innovation, Driving intra organizational innovation. *13,K2,CO5*

**PART - C (1 × 15 = 15 Marks)
(Compulsory)**

16. a) XYZ power Ltd . set up a factory for manufacturing solar lanterns in a remote village as there was no reliable supply of electricity in rural areas. The revenue earned by the company was sufficient to cover the costs and the risks .the demand of lanterns was increasing day by day , so the company decided to increase production to generate higher sales . For this they decided to employ people from the nearby village as very few job opportunities were available in that area. The company also decided to open schools and crèches for the children of its employees. *15,K3,CO3*

- (i) Identity and explain the objectives of management discussed above.
- (ii) State and two values which the company wanted to communicate to the society .