



**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**

**PGDM**

**SECOND TRIMESTER (Batch 2020-22)**

**END-TERM EXAMINATIONS, FEBRUARY 2021**

**Set-I**

Course Name	Operations Management	Course Code	<b>G/S/M/OM202</b>
Max. Time	<b>2 hours</b>	Max. Marks	<b>40 Marks</b>

**INSTRUCTIONS:**

1. All questions carry equal marks (4x10).
  2. Minimum 8-10 lines per answer.
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1. Part A- What is meant by a “triple-bottom-line” strategy? Give examples of organizations that have adopted this type of strategy and the benefits they have reaped. Part B- Recent changes (disruptive technologies, sustainability, increased customer awareness, to name a few) have caused supply chain management to gain importance. Elaborate.
  2. Identify an operations and supply chain - related "disruption" that recently impacted a company. What could the company have done to have minimized the impact of this type of disruption and the post mitigation strategies?
  3. As an Operations Manager, you are concerned about being able to meet sales requirements in the coming months. You have just been given the following production report.

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		<b>FEB</b>	<b>MAR</b>	<b>APR</b>
<b>Units Produced</b>	2300	1800	2800	3000
<b>Hours per Machine</b>	325	200	400	320
<b>Number of Machines</b>	3	5	4	4

Find the average of the monthly productivity figures (units per machine hour).

4. Will lean work in service environments? Why or why not? Why is lean so hard to implement in practice?

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