

MBA II SEM III
MCQ :- 316 OSCM- Operations & Service Strategy

Sr. No.	Question	Answer
1	Operation function should be guided by strategies which are consistent with the organization strategies Which does not include:- (A) Personal Analysis (B) Corporate Strategy (C) Functional Strategy (D) Market Analysis	A
2	Corporate Strategy Does not include any one of the below which is it:- (A) Environment Scanning (B) Core Competencies. (C) Process (D) Global Strategies	C
3	Which of the below is appropriately describes about functions of Functional Strategy (A) Finance (B) Marketing (C) A & B both (D) Only A	C
4	Market Analysis can be justified by two areas which are (A) Market Production & Needs Assessment (B) Market Segmentation & Needs Analysis (C) Market Segmentation & Needs Assessment (D) Market Segmentation & Needs Approach	C
5	Competitive Priorities Does not includes which of the below ? (A) Cost (B) Quantity (C) Time (D) Flexibility	B
6	Competitive Capabilities Plays a very important role in operational strategy which includes (A) Current (B) Finance (C) Marketing (D) Cost	A
7	Pravin auto want to start with new Service which of the link should be considered. (A) Design (B) Analysis (C) Development (D) All the above	D
8	Linkage Between Corporate, Business & Operation Strategy is that includes which of the below: (A) Production Systems (Make to stock/ Order, Assemble to order)	D

	<p>(B) Product Plans (C) Outsourcing (D) Process Pending</p>	
9	<p>Elements or components of operation strategy includes :- (A) Designing of the production system (B) Facilities for the production and services (C) Facilities for the Planning (D) Product & service design and development</p>	C
10	<p>Customized product design and Standard product design are the types of? (A) Development of the production system (B) Designing of the production system (C) Designing of the process system (D) Designing of the Service system</p>	B
11	<p>What are the two types of production systems? (A) Product focused & Process focused (B) Quality focused & Process focused (C) Product focused & Quantity focused (D) Budget focused & Process focused</p>	A
12	<p>A system is adopted where mass production is using a group of machines. Eg: Automobiles, computer. is Known as..... (A) Process Focused (B) Product Focused (C) Quality Focused (D) Quantity Focused</p>	B
13	<p>A system is based on a single task like painting, packing, heat. (A) Process Focused (B) Product Focused (C) Quality Focused (D) Quantity Focused</p>	A
14	<p>Product & service design and development Includes which of the below features. (A) Generating the idea. (B) Creating the feasibility reports. (C) A & B Both (D) Only A</p>	C
15	<p>.....enables a firm to meet the changing demands of the customers to develop new processes and materials and to make the organization more agile in its manufacturing. (A) Flexibility (B) Productivity (C) Process (D) Quality</p>	A
16	<p>.....is the driving factor for any organization. It includes Just-In-Time, Lean Manufacturing, and Total Productive Maintenance.</p>	A

	<p>(A) Quality (B) Quantity (C) Flexibility (D) Support</p>	
17	<p>Strategic Decision making consist of :- (A) Data Gathering (B) Analysis (C) A & B both (D) Only B</p>	C
18	<p>“Competitors may be gaining an edge by diversification, making forays into firm niche market by making new and better products. Suppliers could be forming cartels and preparing to drive hard bargains.” are the functions of? (A) Data gathering (B) Environmental Scanning (C) Global Condition (D) Data Finding</p>	B
19	<p>Classification of Grand Strategy does not includes:- (A) Stability Strategy (B) Growth Strategy (C) Retrenchment Strategy (D) Separate Strategy</p>	D
20	<p>A strategy iswhen a firm attempts to maintain its status-quo with existing levels of efforts and it is satisfied with only incremental growth/improvement by marginally changing the business and concentrates its resources where it has or can develop rapidly a meaningful competitive advantages in the narrowest possible product market scope. (A) Instability Strategy (B) Purposeful Strategy (C) Stability Strategy (D) Process Strategy</p>	C
21	<p>It is one in which a firm tries to maintain its existence in unfavorable critical conditions like constraints on finance resources, raw material resources etc., govt. policy, cheaper imports, competitor by big and capable competitors etc. What are we talking about? (A) Success growth strategy (B) Sustainable growth strategy (C) Sustainable growth story (D) Support growth strategy</p>	B
22	<p>.....are means by which an organization plans to achieve the increased level of objective that is much higher than its past achievement level. (A) Growth Level (B) Green Strategies (C) Growth Strategies (D) Sustainable Strategies</p>	C
23	<p>It is the process of entry into a business which is new to an organization. Well</p>	A

	Known as (A) Diversification Strategy (B) Unique Strategy (C) Division Strategy (D) Growth Strategy	
24	Factors Affecting Today's Global Business Conditions are which of the below:- (A) Quality, customer service, and cost challenges (B) Reality of global competition (C) A & B Both (D) Only A	C
25	Linking Operations and Marketing Strategies (A) Operations Strategy (B) Product-focused (C) Make-to-order (D) All Options are correct	D
26	Reality of global competition ,Quality, customer service, and cost challenges Rapid expansion of advanced technologies is the factors affecting (A) Global Business Conditions (B) Local Business Condition (C) Current business (D) None of all	A
27as a concept was first recognized by Skinner (1969), referring to a manufacturing strategy as to exploit certain properties of the manufacturing function to achieve competitive advantages. (A) Manufacturing strategy (B) Man strategy (C) Process strategy (D) Product strategy	A
28	The operation of manufacturing strategy comes through a pattern of decisions.& Decisions within the manufacturing functions determine which resources to use, what routines to use, i.e. what practices to employ and emphasize in order to achieve the manufacturing objectives. Are the functions of (A) Decision city (B) Decision Tree (C) Disruption categories (D) Decision categories	D
29	“The structure of this section uses and develops four aspects of process – point of entry, participation, procedure and project management. Platts argued that a process was not mere procedure – a set of steps.” Functions are included in (A) Manufacturing strategy fabrication process (B) Maintains strategy formulation process (C) Manufacturing strategy formulation process (D) Manufacturing Step formulation process	C
30	Cost ,Product Quality and Reliability, Delivery Speed, Delivery Reliability are	B

	<p>the points in.....</p> <p>(A) Cost decision (B) Competitive Dimensions (C) Decision Dimensions (D) Collaboration Dimensions</p>	
31	<p>.....are the competitive advantages such as quality, delivery speed, reliability, product design, flexibility, and image that cause a firm's customers to select that company's products or services.</p> <p>(A) Order winners (B) Order cost (C) Cost Planning (D) Plan costing</p>	A
32	<p>Which of the below is not a Steps in Developing a Manufacturing Strategy</p> <p>(A) Segment the market according to the product group. (B) Identify product requirements, demand patterns, and profit margins of each group. (C) Determine re order qualifiers and runner-up for each group. (D) Convert order winners into specific performance requirements.</p>	C
33	<p>.....are the competitive advantages that a company must demonstrate in order to be a viable competitor in the business arena.</p> <p>(A) Order cost (B) Order quality (C) Cost qualifiers (D) Order qualifiers</p>	D
34	<p>Successful differentiation strategy allows the company to</p> <p>(A) Gain buyer loyalty to its brands. (B) Charge too high a price premium. (C) Depend only on intrinsic product attributes. (D) Have product quality that exceeds buyers' needs.</p>	A
35	<p>The best test of a successful strategy implementation is</p> <p>(A) Whether the structure is well matched to strategy (B) Whether the strategies and procedures are observed in a strategy supportive fashion (C) Whether actual organizational performance matches or exceeds the targets spelt out in the strategic plan (D) Whether it is made after the strategy is formulated, so that it is supportive to the strategy</p>	C
36	<p>The Product Market matrix comprising of Strategies of Market Penetration, Market Development, Product Development, and Diversification was first formulated by</p> <p>(A) Ansoff (B) Drucker (C) Porter (D) Prahalad</p>	A
37	<p>Risk Management Strategies are</p>	C

	(A) Avoid Risk, Reduce Risk, Retain Risk, Combine Risk (B) Transfer Risk, Share Risk and Hedge Risk (C) Both (A) and (B) (D) None of the above.	
38	The recent trend in the Production/Operations management which suggests the use of minimal amount of resources to produce a high volume of high quality goods with some variety is referred to as: (A) SCM (B) TQM (C) Lean Production (D) Just-In-Time	C
39	_____ must develop performance incentives that clearly link performance and pay to strategies. (A) Human Resource Development (B) Product Development (C) Logistic Management (D) Manufacturing Department	A
40	When a coffee bean manufacturer may choose to merge with a coffee bean. (A) Forward Integration (B) Backward Integration (C) Concentric (D) Conglomerate	A
41	Which area of value chain transforms various inputs into the final product or service? (A) Marketing & Sales (B) Procurement (C) Infrastructure (D) Operation	D
42	Which is a particularly important area of supportive activities in value chain that transcends all primary activities? (A) Procurement (B) Technology Development (C) Human Resources Manager (D) Infrastructure	A
43	To determine where the plant should be located for maximum operating economy and effectiveness, refers to which one of the following? (A) Plant layout (B) Facility location (C) Capacity planning (D) Capacity requirement	B
44	Which of the following statements is true of LEAN? (A) Lean principles focus on advanced statistical methods (B) Lean principles are separate body of knowledge (C) Lean principles have been developed over a lengthy period of time. (D) Lean principles include reducing waste.	D
45are the competitive standards that make a firm's products viewed	C

	<p>as fit for purchase by consumers</p> <p>(A) Option qualifiers (B) Order quantity (C) Order qualifiers (D) Offer qualifiers</p>	
46	<p>..... has contractual authority to sell a manufacturer's entire output.</p> <p>(A) Selling agents (B) Rack jobbers (C) Manufacturer's agents (D) Purchasing agents</p>	A
47	<p>The orange juice manufacturers know that orange juice is most often consumed in the mornings. However, they would like to change this and make the drink acceptable during other time periods during the day. Which form of segmentation would they need to work with and establish strategy reflective of their desires?</p> <p>(A) Gender segmentation (B) Benefit segmentation (C) Occasion segmentation (D) Age and life-cycle segmentation</p>	C
48	<p>A manufacturer has four sponsorship options. A is a brand created and owned by a reseller of a product or service.</p> <p>(A) Licensed brand (B) Manufacturer's brand (C) Private brand (D) Co-brand</p>	C
49	<p>The type of trade-promotion discount in which manufacturers agree to reduce the price to the retailer in exchange for the retailer's agreement to feature the manufacturer's products in some way is called a(n):</p> <p>(A) Discount. (B) Allowance. (C) Premium. (D) Rebate.</p>	B
50	<p>Feline Follies, Inc., a distributor of cat-fancier products (such as food, cages, toys, feeders, and medications) is planning to buy a small, poor-performing manufacturer of concrete lawn statuary. This is Feline Follie's first venture into unrelated diversification. Feline Follies probably intends to create value from this diversification through</p> <p>(A) Efficient internal capital allocation. (B) Economies of scale. (C) Restructuring the manufacturer and selling it. (D) Economies of scope.</p>	C