**OPERATIONS MANAGEMENT**

**Submitted by: - \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Max. Marks: - 100**

**All the questions are compulsory. *All the five questions shall be of 20 marks each.***

Q 1 Describe the strategic significance of design. How can organizations gain a competitive edge with product or service design.

Q 2 Discuss the concept of robust design. Give an example of a robust product or service.

Q 3 Describe the Service package for (i) bank, (ii) an airline, (iii) a lawn service.

Q 4 List and explain six factors that affect the make or buy decision.

Q 5 Differentiate between a management information system, a decision support system and an expert system.