

**End Semester Examinations - 2015-16 MBA Trimester - May 2016**

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**14MS3008 Operations and Information systems**

**Set A**

**Time : 3 hrs**  
**Total Marks: 100**

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1. Explain the various historical milestones in Production and Operation management  
**OR**
  2. Explain the various factors affecting operations management today
  3. Explain the elements of operations strategy  
**OR**
  4. Using suitable examples, explain the various competitive priorities for any organisation
  5. Taking cues from the case related to Kodak, HP and Amersham Biosciences, answer the following question.  
Why was Amersham Biosciences' Excel based system a business and IT failure?  
**OR**
  6. Taking cues from the case related to Kodak, HP and Amersham Biosciences, answer the following question  
How could IT be used to support a global sales force? Give several examples to substantiate your answer
  7. Taking cues from the case related to Amazon, answer the following question  
Could Amazon.com achieve business success without Information Technology? Substantiate your answer  
**OR**
  8. Taking cues from the case related to Amazon, answer the following question  
Can any business succeed without Information technology?
  9. **Compulsory Question**  
Taking cues from the case related to salesforce.com, answer the following questions  
A) Why have traditional CRM software implementations been so problematic for many businesses?  
B) What are the benefits and drawbacks of salesforce web-based CRM services approach?
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**Wishing you All the Best**

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