Unit 1 - How to access the portal

Assignment 0

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment.

1) Which of the following is not a functional strategy?  1 point

- Marketing strategy
- Business strategy
- Operations strategy
- Supply Chain strategy

No, the answer is incorrect.

Score: 0

Accepted Answers: Business strategy

2) Which of the following is correct?  1 point

- Most of the Indian companies are successful because of their manufacturing capabilities.
- Most of the Indian companies are highly innovative.
- Most of the Indian companies are highly influenced by marketing activities.
- All of the above

No, the answer is incorrect.

Score: 0

Accepted Answers: Most of the Indian companies are highly influenced by marketing activities.

3) Which of the following is correct?  1 point

- Operations Management is best studied as a system concept.
- Operations Management is best studied as value adding process.
- Both (a) and (b)

© 2014 NPTEL - Privacy & Terms - Honor Code - FAQs -
Operations Management is mainly deals with cost and quality of a product.
Operations Management deals with delivery time of the products.
Operations Management is responsible for flexibility in the value addition process.
All of the above

No, the answer is incorrect.
Score: 0
Accepted Answers:
All of the above

5) Which of the following is not known for his/her contribution in the field of operations management?

- F W Taylor
- Philip Kotler
- Deming
- Juran

No, the answer is incorrect.
Score: 0
Accepted Answers:
Philip Kotler