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Total No. of Questions : 5]

SEAT No. :

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S.Y.M.B.A.

OSCM 617 MJ : BUSINESS EXCELLENCE

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Figures to the right indicate full marks.*

Q1) Answer any 5 out of 8 (2 marks each): **[10]**

a) Define Operational Excellence.

b) What is the Deming Prize?

c) State any two objectives of Business Excellence assessment.

d) What is meant by Customer Satisfaction Index (CSI)?

e) Define Process Capability.

f) What is Strategic Deployment?

g) What is meant by Knowledge Management?

h) Mention any two global Business Excellence frameworks.

Q2) Answer any 2 out of 3 (5 marks each): **[10]**

a) Explain the concept of the Leadership Triad in Business Excellence.

b) Describe the role of measurement and analysis in Business Excellence.

c) Explain the differences between EFQM and MBNQA frameworks.

Q3) Attempt ANY ONE: **[10]**

a) Apply the EFQM Model to evaluate the performance of a service organization such as a hospital or hotel.

OR

b) Use the concept of Benchmarking to suggest improvements for a manufacturing company facing high defect rates.

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Q4) Attempt ANY ONE: **[10]**

a) Analyse how strategic misalignment affects organizational performance using suitable examples.

OR

b) Analyse the relationship between people capability and operational results in Business Excellence.

Q5) Attempt ANY ONE: **[10]**

a) Evaluate the role of Business Excellence awards in motivating organizations for continuous improvement.

OR

b) Discuss why only a few organizations sustain Business Excellence over long periods despite adopting such frameworks.

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