



उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-MBA-Third Semester

Programme Code-MBA-12

Course Name- Manufacturing Strategy

Course Code- MU-2401

Maximum Marks-40

Session -2013-14,Summer

Last Date of Submission: 15 January , 2014

Section-A

Section 'A' contains 08 short answer type questions of 5 marks each. Learners are required to answer 4 questions only. Answers of short answer-type questions must be restricted to 250 words approximately.

Discuss the following (1-8) –

1. Manufacturing Strategy
2. Basic functions of business.
3. Attributes of quality
4. Elements of reliability
5. Characteristics of a job process
6. Downsizing vs. Downscoping
7. Product layout
8. The Tafe Tractor Company has extra capacity that can be used to produce gears that the company is now buying for Rs. 100 each. If Tafe makes the gears, it will incur materials cost of Rs.30 per unit, labour cost of Rs.40 per unit, and variable overhead costs of Rs. 10 per unit. The annual fixed cost associated with the unused capacity is Rs. 80000. Demand over the next year is estimated at 4000 units. Would it be profitable for the company to make the gears? Assume that the unused capacity does not have alternative use.

Section-B

Section 'B' contains 04 long answer-type questions of 10 marks each. Learners are required to answer 02 questions only.

1. Explain economic lot size in detail. How will you determine lot size?
2. State and explain the functions of manufacturing strategy.
3. Explain in detail the various methods and techniques for assessing the financial justifiability of a project.
4. Explain the techniques involved in plant layout.