



उत्तराखंड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-MBA-Third Semester

Programme Code-MBA-13

Course Name- Manufacturing Strategy

Course Code-MU 2401

Maximum Marks-40

Session -2014-15, Summer

Last Date of Submission: 31 January, 2015

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. Eight attributes of Quality
2. Product-bundling Pricing
3. MTBF
4. Computer-integrated manufacturing
5. Value and Risk in Portfolios
6. Factors in Decision Making
7. Manufacturing Facilities Design
8. Product Profiling

Section-B

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

1. How can you develop a manufacturing strategy? What are the reasons for manufacturing's reactive role in corporate strategy?
2. What do you mean by automation in manufacturing? Also explain the differences between engineering automation and factory automation?
3. What are the various components of JIT system? State the pre-requisites of JIT Programme.
4. How can you apply the same manufacturing strategy to two different markets?