

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)*****MBA Third Semester Assignment*****Programme Name-MBA-Third Semester****Programme Code-MBA-10****Course Code:MU-2401****Course Name-Manufacturing Strategy****Maximum Marks-40****Last Date of Submission: 15 Jan, 2012****Session: 2011-12 (Summer)****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.

Briefly discuss the following-

1. Business Strategy
2. Quality of Design
3. Elements of Reliability
4. Downsizing
5. Vendor Survey
6. Plant Layout
7. CIM
8. ROI

Section-B

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

1. Which important movements in the manufacturing arena are pushing the implementation of greater integration in manufacturing?
2. A company is planning to diversify and set up a new project. Explain the various methods and techniques for assessing the financial justifiability of the project.
3. Mr. Kuldeep Singh is Materials Manager of an automobile company and he has been assigned the role of implementing JIT. Describe the various components/elements which must be integrated harmoniously for successful implementation of JIT.

4. What is the Break Even point? As a Material Manager you will have to take many critical decisions based on Break even point. Discuss some strategic managerial applications of BEP.

