



UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)

उत्तराखण्ड मुक्त विश्वविद्यालय हल्द्वानी (नैनीताल)

Programme Name-MBA-Third Semester

Programme Code-MBA-10

Course Name-Manufacturing Strategy

Course Code-MU2401

Maximum Marks-40

Session -2012-13,Summer

Last Date of Submission: 15 January , 2013

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. Importance of Manufacturing Strategy
2. Product/Process Life Cycle Matrix
3. Quality as the Central Focus in Manufacturing
4. Manufacturing Strategy Process
5. Value and risk in portfolios
6. Technical Specifications Vs Business Specifications
7. Downscoping
8. Make or Buy decisions

Section-B

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

1. What are the reasons for manufacturing's reactive role in corporate strategy formulation?
2. Explain the important considerations of capital expenditure budgeting and control.
3. Discuss various types and techniques of plant layout.
4. Study Case 2 given in Block-3 of your study material and answer the following questions on the basis of the particulars given in the case-
 - a) What are the most critical problems that ABC is facing at the time of the case, and how serious are they?
 - b) What is 5-S system?
 - c) What are your recommendations regarding the implementation of 5-S system across all plants?