

**UTTARAKHAND OPEN UNIVERSITY, HALDWANI (NAINITAL)*****MBA Third Semester Assignment*****Programme Name- MBA-Third Semester****Programme Code-MBA-10****Course Code:MU-2402****Course Name-World Class Manufacturing****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. Assembly Line Automation
2. Benchmarking
3. 5-S Principles
4. ABC Analysis
5. QRM
6. ECR
7. Product Costing
8. Vertical Integration

**Section-B**

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

1. What is Total Quality Control? Give a detailed description of various tools of Quality Control?
2. There are many implications of automation in industry. Give comprehensive account of the advantages, and the possible managerial implications, if any provided the company decides to go in for automation.
3. Why is there so much of concern over quick responsiveness in organisations at each level and process? Does it give competitive advantage to a company? If so how?
4. Organisations all over the world are getting becoming customer focused. Describe the Schonberger's Sixteen Principles for organisations to become customer focussed.