

Technology Management Including Manufacturing Strategy

Roll No.

MMS-III

Total No. of printed pages : 2

Total No. of Questions : 7 (Operations)

Max. Marks : 60

Duration (hrs) : 3

Notes : 1) Attempt any 5 questions.

2) All questions carry equal marks.

3) The bracketed figures, wherever indicated, show marks.

4) Subsections of question not indicated with specific marks carry equal marks

Q 1 a) Integration of Operations and Marketing Strategy is essential if the firm has (8) to compete in dynamic business environment.- Give your comments on this statement.

Q1b) Explain the terms order winner and order qualifiers with suitable examples. (4)

Q2a) What is integrated design? What is robust design? Briefly discuss three aspects that need to be considered in product Design.

Q2b) What do you understand by Quality Function Deployment ? How does it help the organization?

Q 3 (a) What is a process?

(b) Why processes need to be analyzed?

(c) What are different types of processes or how processes can be categorized?

(d) What is Process Flow Chart and what is Process Flow Diagram ?

Q4) Write short notes on any four

- i) Flexible Manufacturing Systems
- ii) Mass Customization
- iii) Push and Pull type production Systems
- iv) Group Technology
- v) Specialists and Generalists in Manufacturing Organizations

Q5 (a) Explain emerging trends in Product and Process Technologies w.r.t. Hardware and Software systems used in Operations.

(b) Explain any 6 terms

- 1) Loading
- 2) Sheduling
- 3) Routing
- 4) Sequencing
- 5) Dispatching
- 6) Expediting
- 7) Production Order
- 8) Manufacturing Execution Systems (MES).

Q6) Discuss the emerging techniques of JIT and Lean manufacturing in Operations Management. What is their relevance for improving competitiveness of Operations?

Q7) Explain Approach and Rationale of Theory of Constraints with reference to terminology advocated by Dr. Goldratt. Discuss the philosophy underlying "Synchronous Manufacturing".