

VPM's
DR VN BRIMS, Thane
Programme: MMS (2013-15)
Third Semester Examination October-November, 2014

Subject <i>MMS-III Operations.</i>	Technology Management including Manufacturing Strategy (TMMS 03)		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	1	Date	03-11-2014

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

Explain with examples all the Principles practiced by World class manufacturing organizations.

Attempt Any FOUR from the Remaining SIX Questions

Q 2) Any two from (a) or (b) or (c) -----(5x2) = 10 marks

- a) What are the sources of new product ideas?
- b) Explain the salient points of ' Theory of constraints '
- c) "Outsourcing is inevitable ". Explain your views.

Q 3) Any two from (a) or (b) or (c) -----(5x2) = 10 marks

- a) What is Cost productivity and how to improve it?
- b) What are the steps in Supplier Development?
- c) Explain with examples ' Order Qualifiers' and ' Order Winners'

Q 4) Any two from (a) or (b) or (c) -----(5x2) = 10 marks

- a) Explain 'QFD' technique and its usefulness.
- b) What is 'Sourcing logistics framework '?
- c) "Competition has gone beyond the '4 Ps of Marketing' Justify your views.

Q 5) Any two from (a) or (b) or (c) -----(5x2) = 10 marks

- a) What are risk mitigation strategies?
- b) How do you optimize incoming inspection efforts for outsourced items?
- c) What is scope of outsourcing across Manufacturing Value Chain?

Q 6) Any two from (a) or (b) or (c) -----(5x2) = 10 marks

- a) What are the manufacturing strategies during life cycle stages of an organization?
- b) Explain the key steps in effective Supplier Management.
- c) Explain advantages and disadvantages of Job Production, Batch & continuous production.

Q 7) Any two from (a) or (b) or (c) -----(5x2) = 10 marks

- a) What are competitive advantages of new product Development?
- b) Explain how Marketing and Manufacturing strategies are integrated?
- c) Write short note on any one:
 - (i) Biotechnology (ii) Laser Technology (iii) Nanotechnology (iv) 3 D Printing