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Roll No. :

576476(76)

**M. B. A. (Fourth Semester) Examination,
April-May 2021**

(New Scheme)

(Management Branch)

MANUFACTURING STRATEGY

(Elective-II)

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Para (a) of each unit is compulsory, carries 6 marks. Attempt any one from (b) and (c), carries 10 marks.

Unit-I

1. (a) Define Manufacturing Strategy. State the role of manufacturing strategy in an organization. 6

(b) “When companies fail to recognize the relationship

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between manufacturing decisions and corporate strategy, they may become saddled with seriously noncompetitive production systems which are expensive and time-consuming to change." Explain with respect to missing link in manufacturing strategy. 10

Or

(c) Explain manufacturing audit in the process of strategy formulation. 10

Unit-II

2. (a) Discuss the stages of strategy formulation process, with relevant example. 6

(b) What is operating strategies? Discuss organizations operating strategies to remain competitive and efficient with relevant example. 10

Or

(c) How methodological frameworks are being developed? Explain. 10

Unit-III

3. (a) Explain the principles of lean. 6

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(b) What is competitive priorities in operations management? Explain any 4 with relevant example. 10

Or

(c) Explain strategic value of response time and product variety. 10

Unit-IV

4. (a) Why is flexibility important in manufacturing system? 6

(b) What do you mean by business process reengineering? What are the steps in business process reengineering? 10

Or

(c) Explain theory of constraints along with the associated tools. 10

Unit-V

5. (a) How does organizational culture influence the implementation of strategy? 6

(b) Write short notes on : 10

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- (i) Types of manufacturing systems
- (ii) Evolution of manufacturing systems

Or

- (c) How do you assess operations management with strategic perspective?

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