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

(New Scheme)

(Management Branch)

(Specialization : Production and Operations Management)

MANUFACTURING STRATEGY

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

Note : Attempt questions as directed.

Part-A

4×16=64

Note : Attempt any four questions. Each question carries 16 marks.

1. (i) Differentiate between Manufacturing and Service system.

8

[2]

[3]

Part-B

16

(Compulsory)

- (ii) State and describe four competitive priorities. 8
2. Explain the scope, framework and relationship of manufacturing strategy with other functional area of operation management in detail. 16
3. Discuss the characteristics of modern production and operation function recent trends in production and operation management and role of operations in strategic management. 16
4. Describe in detail the steps in selection of location models and also discuss the types of facility layout. 16
5. Write short notes on : 16
- (i) BPR
- (ii) ERP
- (iii) TQM
- (iv) Lean production

6. Draw a network diagram for the activities given below and determine the critical path :

Activity	Description of Activity	Duration of Activity	Immediate predecessor Activity
A	Equipment design	12	—
B	Site selection	8	A
C	Vendor selection	4	A
D	Personnel selection	3	A
E	Site preparation	12	B
F	Manufacture generator	18	C
G	Operations manual preparation	5	C
H	Generator installation	4	E, F
I	Operator training	9	D, G
J	Obtaining license	6	H, I