

Reg No.: \_\_\_\_\_

Name: \_\_\_\_\_

**APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY**

Fourth Semester MBA Degree Regular and Supplementary Examination May/June 2023

**Course Code: 20MBA282****Course Name: World Class Manufacturing**

Max. Marks: 60

Duration: 3 Hours

**PART A***Answer all questions. Each question carries 2 marks*

Marks

- |   |  |     |
|---|--|-----|
| 1 | Comment on Hall's framework of attaining manufacturing excellence. | (2) |
| 2 | Define Benchmarking and its different types.                       | (2) |
| 3 | What do you understand by Cross-functional teams?                  | (2) |
| 4 | Give an account of Total Productive Maintenance.                   | (2) |
| 5 | Discuss any 4 issues in strategic planning of WCM.                 | (2) |

**PART B***Answer any 3 questions. Each question carries 10 marks*

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|----|---|------|
| 6  | Give an account of the following  |      |
|    | a) risks involved in competing in world markets.  | (3)  |
|    | b) benefits involved in competing in world markets.   | (7)  |
| 7  | Assess how waste is eliminated in Toyota Production System.   | (10) |
| 8  | Appraise the need for motivation and reward for the continuous improvement of the performance of the WCM employees.   | (10) |
| 9  | 'Rapid prototyping opens new opportunities for innovation by eliminating the restrictions of conventional prototyping'. Explain the process of Rapid prototyping. | (10) |
| 10 | Compare the International and Indian scenario of World Class Manufacturing  | (10) |

**PART C***Compulsory question. This question carries 20 marks*

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|----|---|------|
| 11 | (a) Measurement is important because 'if you can't measure it, you can't manage it.' Compare and contrast POP, TOPP and Ambite performance measurement systems. | (12) |
|    | (b) Compare the four generic manufacturing strategies for Information age based on product and process change.  | (8)  |

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