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reviewer4@nptel.iitm.ac.in ▼

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Unit 3 - Week 2

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Course outline

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Week 1

Week 2

- ☐ World Class Manufacturing Organization
- ☐ Ps of Manufacturing Strategy
- ☐ Contribution of Skinner and Hayes and Wheelwright

- ☐ Alternative Paradigm of Manufacturing Strategy

- ☐ Some Generic Manufacturing Strategies I

- ☐ Quiz : Assignment 2

- ☐ Solution Assignment 2

Week 3

Week 4

Assignment 2

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment. **Due on 2019-03-13, 23:59 IST.**

1) Which of the following are variables represented by two axes for making a product life cycle? **1 point**

- (i) Time
- (ii) Quality
- (iii) Sales Volume

- ☐ (i) and (ii)
- ☐ (ii) and (iii)
- ☐ (i) and (iii)
- ☐ None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

(i) and (iii)

2) Which of the following is correct? **1 point**

- ☐ Product Life Cycles (PLCs) are elongating regularly.
- ☐ PLCs are becoming shorter.
- ☐ PLCs are almost constant for most of the products with passage of time.
- ☐ None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

PLCs are becoming shorter.

3) Which of the most dominated functional area after industrial revolution? **1 point**

- ☐ Human resource Management

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Score: 0

Accepted Answers:

Operations Management

4) Which of the following is correct?

1 point

- ☐ Traditionally, strategic management is a top management job.
- ☐ Traditionally, corporate level strategy guides business level strategy.
- ☐ Traditionally, business level strategy decides competitive priorities for the company.
- ☐ All of the above



No, the answer is incorrect.

Score: 0

Accepted Answers:

All of the above

5) Who introduced the term " World class manufacturing"?

1 point

- ☐ Skinner
- ☐ Hayes and Wheelwright
- ☐ F W Taylor
- ☐ Peter Drucker

No, the answer is incorrect.

Score: 0

Accepted Answers:

Hayes and Wheelwright

6) Who is known as father of "Scientific Management"?

1 point

- ☐ Skinner
- ☐ Hayes and Wheelwright
- ☐ F W Taylor
- ☐ Peter Drucker

No, the answer is incorrect.

Score: 0

Accepted Answers:

F W Taylor

7) What do you mean by WCM?

1 point

- ☐ World Class Maintenance
- ☐ World Class Marketing
- ☐ World Class Management
- ☐ World Class Manufacturing

No, the answer is incorrect.

Score: 0

Accepted Answers:

World Class Manufacturing

8) Which of the following is most closely associated with WCM?

1 point

- ☐ TPM

- ☐ TQM
- ☐ SQC
- ☐ All of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

TPM

9) According to Leong and Ward, which of the following is not a “P” of manufacturing strategy?

1 point

- ☐ Product
- ☐ Planning
- ☐ Proactiveness
- ☐ Performance measurement

No, the answer is incorrect.

Score: 0

Accepted Answers:

Product

10) According to Leong and Ward, which of the following is a process related perspective of manufacturing strategy?

1 point

- (i) Proactiveness
- (ii) Planning
- (iii) Programmes of Improvement
- (iv) Portfolio of manufacturing capabilities

- ☐ Only (i) and (ii)
- ☐ Only (i), (ii) and (iii)
- ☐ Only (ii), (iii) and (iv)
- ☐ All (i), (ii), (iii) and (iv)

No, the answer is incorrect.

Score: 0

Accepted Answers:

Only (i) and (ii)

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