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Unit 4 - Week 3

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Course outline

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- ☐ Developing Manufacturing Strategy
- ☐ Understanding Markets
- ☐ Concept of Order Winner and Qualifiers
- ☐ Basic Characteristics and Specific Dimensions of Order Winners and Qualifiers
- ☐ Some Specific Order Winners and Qualifiers I
- ☐ Quiz : Assignment 3
- ☐ Solution Assignment 3

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Assignment 3

The due date for submitting this assignment has passed.

As per our records you have not submitted this assignment.

Due on 2019-03-20, 23:59 IST.

1) Which of the following is correct?

1 point

- ☐ W. Skinner highlighted the role of manufacturing in the overall strategic management process of a company.
- ☐ W. Skinner gave the concept of Time and Motion study for improving the performance of workers at the shop floors.
- ☐ W. Skinner gave the concept of total productive maintenance.
- ☐ None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

W. Skinner highlighted the role of manufacturing in the overall strategic management process of a company.

2) According to Skinner, which of the following is correct?

1 point

- (i) Manufacturing function can provide competitive advantage.
 - (ii) Manufacturing function can be noncompetitive for a company.
 - (iii) Manufacturing function can be neutral for some companies.
- ☐ Only (i)
 - ☐ Only (i) and (ii)
 - ☐ Only (i) and (iii)
 - ☐ Only (ii) and (iii)

No, the answer is incorrect.

Score: 0

Accepted Answers:

Only (i) and (ii)

3) What do you understand by Millstone effect?

1 point

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No, the answer is incorrect.**Score: 0****Accepted Answers:***A production system becomes noncompetitive.*

4) Which of the following is correct?

1 point

- ☐ A general purpose machine is to be used in a production system which is involved in producing large variety of products.
- ☐ A general purpose machine is to be used in a production system which is involved in producing standard product.
- ☐ A special purpose machine is to be used in a production system which is involved in producing large variety of products.
- ☐ All of the above

**No, the answer is incorrect.****Score: 0****Accepted Answers:***A general purpose machine is to be used in a production system which is involved in producing large variety of products.*

5) Which of the following are possible trade-offs with respect to product design and engineering?

1 point

- (i) Large number of customer specials Vs few specials
- (ii) Fixed design Vs many change orders
- (iii) Large information available for information vs little information

- ☐ Only (i)
- ☐ Only (iii)
- ☐ Only (ii) and (iii)
- ☐ Only (i) and (ii)

No, the answer is incorrect.**Score: 0****Accepted Answers:***Only (i) and (ii)*

6) Which of the following is not a generic strategy given by Porter?

1 point

- ☐ Cost
- ☐ Differentiation
- ☐ Leadership
- ☐ Focus

No, the answer is incorrect.**Score: 0****Accepted Answers:***Leadership*

7) Which of the following is not a generic manufacturing strategy?

1 point

- ☐ Mass production
- ☐ Batch production
- ☐ Mass customization
- ☐ Continuous improvement

No, the answer is incorrect.

Score: 0

Accepted Answers:

Batch production

8) Generic manufacturing strategies are given on the basis of

1 point

- (i) Process changes
- (ii) Product changes
- (iii) Price changes

- ☐ Only (i)
- ☐ Only (ii)
- ☐ Only (ii) and (iii)
- ☐ Only (i) and (ii)

No, the answer is incorrect.

Score: 0

Accepted Answers:

Only (i) and (ii)

9) Which of the following is correct?

1 point

- ☐ In a dynamic process change and dynamic product change environment, innovation is the best generic manufacturing strategy.
- ☐ In a dynamic process change and dynamic product change environment, continuous improvement is the best generic manufacturing strategy.
- ☐ In a dynamic process change and dynamic product change environment, mass customization is the best generic manufacturing strategy.
- ☐ None of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

In a dynamic process change and dynamic product change environment, innovation is the best generic manufacturing strategy.

10) Which of the following is correct?

1 point

- ☐ Understanding future market is the starting point of developing manufacturing strategy.
- ☐ Understanding manufacturing capabilities is the starting point of developing manufacturing strategy.
- ☐ Understanding available skills is the starting point of developing manufacturing strategy.
- ☐ All of the above

No, the answer is incorrect.

Score: 0

Accepted Answers:

Understanding future market is the starting point of developing manufacturing strategy.

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