MB-123D

Sl.No. : **Total No. of Pages : 2**

Fourth Semester M.B.A. Degree Examination, June - 2023
(Non CBCS) (SLM Scheme)
MANAGEMENT
World Class Manufacturing (Elective D)

Time : 3 Hours **Max. Marks : 80**

SECTION - A

1. Answer any Five Sub-questions. Each sub question carries three marks. **[5×3=15]**
   a) Define World Class Manufacturing (WCM).
   b) Define FMEA.
   c) What is process management? List its components
   d) What is the relevance of Poka - Yoke in process management.
   e) What is re-engineering?
   f) Differentiate "Process" and "Procedure".
   g) What is the relevance of World Class Excellence in the 21st Century?

SECTION - B

Answer any four questions. Each question carries five marks. **[4×5=20]**

2. List and briefly describe ten managerial Pillars of WCM.
3. Elaborate the requirement to Provide TQM education and training to managers at Top Level, Middle Level and Group leaders.
4. Explain four stage WCM Model proposed by Schonberger.
5. Explain the 6 P's of world class Benchmarking.
6. Explain PDCA Cycle developed by Deming.
7. What are the ways by which an organisation can make use of Customer Feedback to improve process quality?

SECTION - C

Answer any three sub-questions. Each question carries ten marks. **[3×10=30]**

8. Discuss in detail, World Class Manufacturing model.

9. Elaborate ten technical pillars of World Class Manufacturing.

10. Explain ISO 9000 & quality management principles in detail.

11. Elaborate on the Seven Deadly Diseases of Management that acts as barriers in implementing quality Management System in Business Organisation.

12. What are the reasons for Benchmarking? Enumerate the process of Benchmarking.

SECTION - D

13. Case Study (Compulsory) **[1×15=15]**

PACCAR is a global technology leader whose principal businesses include the design, manufacture and distribution of high quality commercial vehicles. It also provides financial services and IT and distribution truck-parts related to its principal business, PACCAR and its employees are firmly committed to strong quality growth and are proud of producing.

consecutives years of Net profit :

PACCAR, now wants enter Indian market.

How PACCAR non ensure quality in Indian market?