MB123D

Sl. No.

IV Semester M.B.A. Degree Examination, May/June - 2026

MANAGEMENT

World Class Manufacturing (Operations)

(Non-CBCS Scheme) (Elective-D)

Time : 3 Hours **Maximum Marks : 80**

SECTION - A

Answer any Five sub-questions. Each sub-question carries Three marks. (5×3=15)

1. a) Define World Class Manufacturing.

b) What is group technology?

c) What is cause and effect diagram?

d) Define kaizan.

e) What is rapid prototyping?

f) What is TPM?

g) What is 5- why technique?

SECTION - B

Answer any Four questions. Each question carries Five marks. (4×5=20)

2. How waste management is done through 3M technique?

3. What is Taguchi loss Function? How it is calculated?

4. Write a note on world class excellence.

5. Give an example of an Indian company practicing world class manufacturing techniques.

6. Explain the types of Maintenance.

7. Explain the significance of quality for an organization.

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SECTION - C

Answer any Three questions. Each question carries Ten marks. (3×10=30)

8. Explain the pillars of world class manufacturing.

9. How continuous improvement is ensured in world class manufacturing?

10. Explain any five tools of TQM.

11. Explain the needs and importance of organization learning.

12. Write a note on TPM.

SECTION - D

13. Case Study. (Compulsory) (1×15=15)

In recent years, the steel industry has been under enormous pressure due to the declining global steel demand. The low demand can be attributed to the 2008 global financial crisis and the substitution of steel by other materials. The NIPPON STEEL CORPORATION (NSC) faced many challenges after the 2008 global financial crisis. The lower steel demand has created a competitive environment for global steel manufacturers to trade in. The lower demanden encourages the steel industry to perform at optimum level with respect to cost and quality. The steel industry was traditionally an industry that did not focus on high efficiencies due to the high demand of steel. The NSC Company is battling to meet these consumer demands due to their aged steel plants, which has led to low plant performance resulting in the increase in production cost and poor product quality. The new competitive market had become an essential survival for the company in the global environment. The company had to adapt to new methodologies to tackle with the gaps of the drivers of cost, quality and reliability. The company planned to adopt the World class manufacturing as the main driving force for the improvement changes to improve their efficiencies to achieve optimum cost and quality and also increase the steel production to maintain and grow their market share.

- ❖ What are the challenges the NSC Company faced in and how the WCM would help the company to overcome the crisis?

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