MBSC-4.2D

Sl.No. :

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Fourth Semester M.B.A. Degree Examination, November - 2024
(SLM Scheme) (CBCS)
MANAGEMENT
World Class Manufacturing (Elective - D : Operations)

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

SECTION - A

Answer any five questions. Each question carries five marks. **[5 × 5 = 25]**

Q1) Analyse the factors that influence a company's competitive advantage in the context of quality management.

Q2) How would you implement a specific global quality improvement method in a manufacturing process?

Q3) Assess the role of Jishu-Hozen in fostering a proactive maintenance culture within a manufacturing organization.

Q4) Why is maintenance management crucial for the long-term success of manufacturing operations?

Q5) Discuss the relationship between process design and product quality.

Q6) What is a Radar Chart, and how is it used in process improvement?

Q7) How would you extend TPM practices to non-manufacturing departments within an organization?

SECTION - B

Answer any four questions. Each question carries ten marks. [4 × 10 = 40]

Q8) Develop a detailed implementation plan for WCM in a new manufacturing plant.

Q9) Analyse the strategies used by leading Indian companies to transition towards world-class manufacturing.

Q10) Assess the applicability of a specific TQM model in a global manufacturing context.

Q11) Evaluate the impact of a well-designed process on a company's overall operational performance.

Q12) How would you develop a reward system that promotes continuous improvement behaviours among employees?

Q13) Analyse the advantages and limitations of using FMS in a rapidly changing market environment.

SECTION - C

Q14) **Case (Compulsory) : [1 × 15 = 15]**

Part of a multinational holding company, Alcar Ruote designs, produces, and distributes steel wheels for the automotive aftermarket. The Swiss manufacturer relies on technology to produce top-quality products at a competitive price and deliver them on time.

When new cars hit the market, the company needs to manufacture the right wheels to spec. But its on-premises applications couldn't provide the real-time data it needed to accelerate order management, enhance customer service, and lower costs. Fresh data was also needed to evaluate business systems and correct any problems, including production issues.

Alcar Ruote Chose Oracle Fusion Cloud Supply Chain & Manufacturing and Oracle Fusion Cloud ERP applications to manage key business processes: manufacturing, planning, order management, procurement, and financials.

Oracle Fusion Cloud Order Management, part of the Oracle Cloud SCM suite of applications, automated order-to-fill processes. Now 80% of sales orders are generated automatically, accelerating the order process and boosting customer service.

Internet of Things (IoT) technology within the Oracle platform lets Alcar Ruote analyze sensor data from shop floor devices, predict equipment failures, take corrective actions, and reduce downtime. The technology runs on Oracle Autonomous Database, which processes data in real time across multiple applications.

"Swiss quality is a sort of dogma," says Stefano Mariani, head of IT at Alcar Ruote. "You expect top-level quality and on-time delivery." In using technology to achieve those goals, he says, "we see Oracle as not only a vendor, but also as a partner".

Questions :

a) What role does Oracle Autonomous Database play in processing real-time data across Alcar Ruote's applications?

b) How does Alcar Ruote use IoT data to predict equipment failures and reduce downtime?

c) What recommendations can be made for other companies in the manufacturing industry looking to adopt similar cloud-based solutions?

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