

#### Unit IV

7. (a) Explain the various aspects for developing the international product strategy. 7
- (b) What do you mean by technological innovation ? Explain the various stages in the process of technological innovation. 8
8. (a) Explain the various learning disciplines for learning organization. 7
- (b) Explain the Creative Miller's theory for strategic issues of organization culture. 8

No. of Printed Pages : 04

Roll No. ....

**CC-86**

**M. Tech. EXAMINATION, Dec. 2017**

(Third Semester)

(Main & Re-appear)

(ME)

MEI-627-B

**TECHNOLOGY AND MANUFACTURING  
STRATEGIES**

*Time : 3 Hours]*

*[Maximum Marks : 75*

---

Before answering the question-paper candidates should ensure that they have been supplied to correct and complete question-paper. No complaint, in this regard, will be entertained after the examination.

---

**Note :** Attempt *Five* questions in all, selecting at least *one* question from each Unit. All questions carry equal marks.

### **Unit I**

1. (a) Explain the importance of PEST analysis to develop the future structure of a manufacturing industry. 7  
(b) Explain the various steps for constructing the Customer matrix for making the competitive strategy in an organization. 8
2. (a) Explain the Goldratt's Rules of production scheduling in the Synchronous manufacturing. 7  
(b) Explain the manufacturing systems based on Volume and Variety in a manufacturing organization. 8

### **Unit II**

3. (a) Explain the terms : manufacturing focus and segmentation for competitive manufacturing environment. 7  
(b) How the Corporate strategy and the Manufacturing strategy interlink with each other ? 8

4. (a) Explain the importance of Group technology and its import on manufacturing strategy. 7  
(b) How can manufacturing strategy be helpful in the successful survival of an organization ? 8

### **Unit III**

5. (a) Explain the critical issues involved in the formulation of world-class business strategy. 7  
(b) Explain the various aspects for managing the technology effectively and explain the basis of technology management. 8
6. (a) Explain the various actions needed to improve a company's product development capability. 7  
(b) What are the various activities required to introducing technologies in developing new products in a dynamic competitive environment. 8