

- (b) Explain the various factors involved in project evaluation. 8

Unit IV

7. (a) What do you mean by technology fusion ? Explain the various principles of technology fusion. 7
- (b) Explain the Porter-five force model for the International Business Strategy. 8
8. (a) What do you mean by organization structure ? Explain the role of strategic manager for the organization structure and design. 7
- (b) Explain the various learning disciplines for learning organization. 8

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Roll No.

CC86

M.Tech. EXAMINATION, May 2019

(Third Semester)

(B. Scheme) (Re-appear)

(ME)

MEI627B

**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) How the perceived value play the roll for formulation of customer matrix ? 7
(b) How Producer Matrix and Customer Matrix affect the competitive strategy planning in an organization. 8
2. (a) Explain the Porter five force model for a manufacturing organization. 7
(b) Explain the terms :
 - (i) Synchronous manufacturing and Lean Manufacturing
 - (ii) Simultaneous engineering and Reverse Engineering. 8

Unit II

3. (a) What do you mean by competitive advantages ? Explain the different types of competitive advantages for the formulation of Manufacturing strategy in an organization. 7

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- (b) What is flexibility in manufacturing firm ? Why flexibility is important in today's modern organizational environment ? 8
4. (a) Explain the learning curve. What is the importance of such concepts in an organization ? 7
(b) Discuss the concept of Focused factory and group technology for the manufacturing competitive environment. 8

Unit III

5. (a) What do you means by technology ? Explain the various aspects involved in manufacturing technology. 7
(b) Explain some basic strategic issues that need to be considered carefully in the context of technological innovation. 8
6. (a) Explain the search procedure for identifying business opportunities based on technovation. 7

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P.T.O.