

- (b) Explain the different phases for the product development cycle and its problems in a manufacturing firm. 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 strategic issues need to be addressed in strategic approach to the management of innovation. 8

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Roll No. ....

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**M. Tech. EXAMINATION, May 2018**

(Third Semester)

(Re-appear Only)

(ME)

MEI627B

**TECHNOLOGY AND MANUFACTURING  
STRATEGIES**

*Time : 3 Hours]*

*[Maximum Marks : 75*

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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.

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**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 different levels of strategy in a manufacturing industry. How these strategies are interlinked with each other. 7  
(b) How Producer Matrix and Customer Matrix affect the competitive strategy planning in an organization. 8
2. (a) Explain the Goldratt's Theory of Constraints in the Synchronous manufacturing. 7  
(b) Explain the following terms :
  - (i) Synchronous manufacturing and Lean manufacturing
  - (ii) Simultaneous engineering and Reverse engineering. 8

### Unit II

3. (a) Explain the external analysis for the formulation of manufacturing strategy in an organization. 7

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

### Unit III

5. (a) Explain the terms 'Technology forecasting and Technology portfolio'. 7  
(b) Explain the various aspects for managing the technology effectively and explain the basis of technology management. 8
6. (a) Explain the some basic strategic issues in technovation management. 7

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P.T.O.