

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI  
(MID SEMESTER EXAMINATION MO/2023)**

**CLASS: B.Tech  
BRANCH: PIE**

**SEMESTER : V  
SESSION : MO/2023**

**SUBJECT: PE307 COMPETITIVE MANUFACTURING STRATEGIES**

**TIME: 02 Hours**

**FULL MARKS: 25**

**INSTRUCTIONS:**

1. The question paper contains 5 questions each of 5 marks and total 25 marks.
  2. Attempt all questions.
  3. The missing data, if any, may be assumed suitably.
  4. Tables/Data handbook/Graph paper etc., if applicable, will be supplied to the candidates
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		CO	BL
Q.1(a)	What is globalization? Explain its effect on the competitive environment in market?	[2] 1	2
Q.1(b)	What is WTO? What are the major provisions of the WTO agreement?	[3] 1	1
Q.2(a)	Explain the Model of competitive advantage.	[2] 1	2
Q.2(b)	How manufacturing strategy can be play an important role in competitive strategy?	[3] 1	4
Q.3(a)	What is modular design and modularity is obtained?	[2] 2	1
Q.3(b)	What is manufacturability? Describe the guidelines which are required for maintaining better manufacturability?	[3] 2	2
Q.4(a)	Why vendor development is necessary and how this can be attained?	[2] 2	3
Q.4(b)	What are the ways by which vendor rating can be done?	[3] 2	2
Q.5(a)	Explain the basic concept of JIT manufacturing.	[2] 3	2
Q.5(b)	What is Kanban system? List and explain the function of different types of Kanban.	[3] 3	1

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