

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

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

**SEMESTER : V/ADD
SESSION : MO/2025**

SUBJECT: PE307 COMPETITIVEMANUFACTURINGSTRATEGIES

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
-

		CO	BL
Q.1(a)	What is globalization and Liberalization?	[2] 1	1
Q.1(b)	What is the role of WTO? What are the major agreements of the WTO agreement?	[3] 1	2
Q.2(a)	How do government policies influence market competition?	[2] 1	2
Q.2(b)	How can product quality and customization in manufacturing help differentiate a company from competitors?	[3] 1	2
Q.3(a)	What are the challenges associated with managing a large product variety?	[2] 2	2
Q.3(b)	Explain the Concept of Modularity and how it can be attained. How does it differ from traditional product design?	[3] 2	2
Q.4(a)	What is vendor development and how is vendor development done?	[2] 2	2
Q.4(b)	Describe the guidelines for design for manufacturability? What role do cross-functional teams play in DFM?	[3] 2	2
Q.5(a)	What is Just-In-Time (JIT) manufacturing, and how does it differ from traditional inventory management systems?	[2] 3	2
Q.5(b)	How do JIT and Lean together contribute to building a competitive advantage in manufacturing?	[3] 3	2

:::22/09/2025 :::M