

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
PGDM / MMS (Operations) Trimester IV
New Product Development & Concurrent Engineering

Marks : 50

Time : 3 Hrs.

25/09/2018

Notes 1. Question No. 1 is compulsory & carries 20 Marks.

2. Out of the remaining four questions, attempt any three. Each of them carries 10marks.

Q1. Enclosed is the Completed House of Quality for a Car Door. Also enclosed is the format of Basic House of Quality Matrix. Translate the former into the latter and decide the criteria for developing a door of a premium car. Make necessary practical assumptions if required and state them clearly.

Q2. A writing instruments manufacturing company was foreseeing impending competition and was wondering if they would have to sacrifice the profit which they had made during the days of oligopolistic market. They have identified ink pen as their bread winner (photograph enclosed). You are invited as a consultant and they want you to advise them as to how keep their bottom line in-tact. How would you go about handling this assignment?

Q3. An automobile company which has been manufacturing premium cars wants to enter the market with a low end model. It is very important for them to keep their cost under control. Senior managers of this company went for attending a seminar on New Product Development. One of the speakers at the conference emphasized the importance of Design For Manufacture. You have gone to this company for internship and they want you to take a project on Design For Assemblies. How would you go about implementing this concept in their assembly line for the budget car, they are planning to manufacture.

Q4. Jaguar Cars Limited has been acquired by Ford Motor company and now plan to enter lower range of premium cars market which has traditionally been a forte of Mercedes and BMW. They have learnt that one of the reasons for the success of Toyota has been their Set Based Concurrent Engineering. They look around for some information on this subject but unfortunately find none. You come to know of their need through a common contact and offer your services for implementing the same in their plant. They accept your offer. How would you go about implementing this success secret of Toyota?

Q5. A lot of organizations follow point based concurrent engineering and subsequently have to issue a series of design change notes or call back the product. Give an example of a product describing its deficiency and suggest as to what this organization should have done to not to face this situation.

