**World-class operation**

**September 2021 Examination**

#

# Question 1)  KAIZEN is a Japanese concept which means continuous improvement. Explain with a suitable example from manufacturing industry how KAIZEN has helped achieve the goal of producing goods world class? (10 Marks)

# Ans 1.

## Introduction

As a word, kaizen refers to the process of identifying and correcting problems. That has a fundamentally sound means of improvement. It's very encouraging and contributes to the production of high-quality goods. Different genres can be seen in this improvement, as well as many rules that have been followed. Teamwork, suggestions or recommendations, and personal discipline are some of the rules or sigma to follow. When those rules are adhered to, they impact Kaizen and encourage the organization to move forward. Kaizen is a process that improves Its Half solved only

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# Question 2) HOQ is the fundamental concept used in QFD. Briefly elaborate the use of HOQ in transforming customer expectations into reality. (10 Marks)

# Ans 2.

## Introduction

Product planning matrixes such as the House of Quality (HOQ) are used to illustrate how consumer requirements are directly related to how businesses can use these criteria to achieve those requirements. Quality House Diagramming employs a design similar to the outline of a house, which can be created using technological and competitive data to develop a place of quality. In the context of quality function deployment, the high level of quality (HOQ) is the

# Question 3.a) The objective of the current day firms is to deliver world class products. Explain the statement with special reference to an ITES company. (5 Marks)

# Ans 3a.

## Introduction

The objectives and strategies are very similar, and they both contribute to the delivery of a world-class product and the increase in the organization's value. In the firms, it is noticeable that they have a variety of objectives. This objective becomes significantly more critical for ITES companies.

# Question 3.b) Pick up a firm of your choice from the Indian fast moving consumer goods industry and briefly explain how the firm has successfully implemented the principles of World Class Manufacturing. (5 Marks)

# Ans 3b.

## Introduction

Hindustan Unilever, India's largest fast-moving consumer goods company, manufactures various products such as shampoo, soap, food, cosmetics, and other household items. Different types of principles are involved in this manufacturing process, which results in world-class manufacturing.