**World Class Operations**

**Jun 2025 Examination**

**PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter**

**Q1. Global Manufacturing firms in such diverse sectors such as Appliances (Whirlpool, Godrej), Automotive (Hyundai, Skoda), Electronics (Siemens, Sony), etc., are highly reputed for their unflinching commitment to Quality. In this context, explain the Key Factors that are part of Quality. (10 Marks)**

**Ans 1.**

**Introduction**

In today's globalized and intensely competitive environment, quality has emerged as a cornerstone for sustained success, especially in manufacturing sectors such as appliances, automotive, and electronics. World-class companies like Whirlpool, Hyundai, and Sony have built their reputations around robust quality assurance frameworks, which not only ensure customer satisfaction but also drive operational efficiency and cost optimization. For these organizations, quality is not a one-time goal but a continuous pursuit of excellence embedded deeply into their processes

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**Q2. You are the GM – Maintenance at Suryan Automotive a Tier2 Automotive Component Manufacturer in Chennai. In the face of increasingly stringent requirements by your Clients - Automotive Majors in India, you have launched a TPM Program.**

**Explain the concept of 5S and why it is the foundation of TPM? What are some of the Benefits you expect from this TPM initiative? (10 Marks)**

**Ans 2.**

**Introduction**

In the competitive and quality-sensitive automotive industry, efficient maintenance systems are crucial to ensuring smooth production and meeting client expectations. As the GM – Maintenance at Suryan Automotive, a Tier-2 component manufacturer in Chennai, launching a Total Productive Maintenance (TPM) program is a proactive step toward achieving operational excellence and zero-defect manufacturing. TPM focuses on maximizing equipment effectiveness through the involvement of all employees, from top management to shop floor workers. At the heart of TPM lies the 5S methodology—a structured approach to workplace organization that

**Q3A. Shetty Engineering is a 30-year-old manufacturer of Pumps and Compressors based in Hyderabad. Over the past 3 quarters, the firm has seen flattening sales, due to increased competition. As such, the CEO, is keen to differentiate the company from the competition and drive sales. In this regard, he feels that the best option would be to try for a Quality Certification. He has called a meeting with the Leadership Team to discuss which Quality Certification the company should try to obtain.**

**At the Leadership meeting, the VP of Production recommended that the company obtain a National Quality Certification such as the Rajiv Gandhi National Quality Award.**

**What are National Quality Certifications such as RGNQA? What are the Pros & Cons of the company going in for the Rajiv Gandhi National Quality Award? (5 Marks)**

**Ans 3a.**

**Introduction**

Shetty Engineering, facing a sales plateau due to intensified market competition, is exploring strategic avenues to differentiate its offerings and strengthen brand credibility. One such strategic initiative discussed by the leadership team is acquiring a national quality certification. The VP of Production recommends pursuing the **Rajiv Gandhi National Quality Award (RGNQA)**, which is India's premier recognition for quality excellence. This answer outlines the concept of

**Q3B. At the Leadership meeting, the VP of Operations recommended that the company try for the Global Quality Certifications such as the Deming Quality Award.**

**What are Global Quality Certifications such as Deming? What are the Pros & Cons of the company going in for the Deming Quality Award? (5 Marks)**

**Ans 3b.**

**Introduction**

As Shetty Engineering considers pathways to regain its market momentum, the VP of Operations recommends aiming for a globally recognized quality certification, particularly the **Deming Prize**. This prestigious award, originating from Japan, honors organizations that have successfully implemented Total Quality Management (TQM). Unlike national awards, global certifications like Deming provide broader credibility, especially in export markets. This section