**World Class Operations**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for June 2025 Examination**

**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.**

**Answer:**

**Introduction:**

Quality is a cornerstone in the success of global manufacturing firms, irrespective of their sector. Companies like Whirlpool, Godrej, Hyundai, Skoda, Siemens, and Sony have earned worldwide recognition for their unwavering commitment to quality. In an era of heightened consumer expectations, competitive markets, and stringent regulatory requirements, quality is no longer just a buzzword—it is a crucial factor that influences customer satisfaction, brand reputation, and long-term business success. A focus on quality ensures that products are not only functional but also meet or exceed the expectations of consumers. These companies have been able to achieve this through a comprehensive understanding of quality, integrating it into their core operations, and constantly refining their processes.

The term 'quality' is multi-dimensional and varies from one industry to another. For example, in the automotive sector, quality may refer to the durability and safety of the vehicle, while in electronics, it could encompass performance, design, and innovation. This concept of quality is governed by several key factors, which include leadership, customer focus, process optimization, continuous improvement, and a commitment to meeting regulatory standards. These factors are deeply ingrained in the company's operations, ensuring consistent delivery of superior products.

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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?**

**Answer:**

**Introduction:**

Suryan Automotive, a leading Tier 2 automotive component manufacturer in Chennai, is constantly striving to meet the growing demands of its clients, the major automotive companies in India. As part of the company's efforts to enhance operational efficiency and reduce waste, a Total Productive Maintenance (TPM) program has been launched. One of the core principles of TPM is the 5S methodology, which focuses on creating an organized, efficient, and clean work environment. By implementing this system, Suryan Automotive aims to foster continuous improvement, reduce downtime, and increase productivity.

5S is not just about keeping the workplace clean but also about optimizing processes to ensure that every part of the operation is efficient and effective. This initiative, part of the TPM program, seeks to engage all employees in maintaining high standards of organization and cleanliness, which ultimately enhances the company's ability to meet the stringent requirements of automotive majors. The successful implementation of the 5S methodology lays the foundation for broader TPM activities that can lead to better overall performance and sustained growth for the company.

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**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?**

**Answer:**

**Introduction:**

Shetty Engineering, a well-established manufacturer of Pumps and Compressors, faces flattened sales due to increasing competition in the market. To regain competitive advantage and drive sales, the CEO is considering obtaining a Quality Certification. During a leadership meeting, the VP of Production suggested that the company aim for a National Quality Certification, such as the Rajiv Gandhi National Quality Award (RGNQA), as a way to differentiate itself. This certification is a prestigious recognition that could help the company stand out. The decision, however, requires a thorough understanding of the concept and the implications of such a move.

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**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?**

**Answer:**

**Introduction:**

Global Quality Certifications are prestigious awards that recognize a company's commitment to quality management and continuous improvement. These certifications validate the excellence of an organization's processes, products, and overall operational standards. The Deming Quality Award is one such globally recognized certification, named after Dr. W. Edwards Deming, a renowned statistician who introduced key principles for improving production processes and quality control. For companies aiming to strengthen their reputation and improve their operations, pursuing a global quality certification like the Deming Award can offer numerous advantages, though there are also potential challenges to consider.

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