

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, Dec 2020

Course: Product Lifecycle Management

Semester: III

Program & Semester: MBA (General, Operations Management. Specialization)

Time: 180 Minutes

Course Code: LSCM 8016

Max. Marks: 100

Section-A	Answer all <u>six</u> questions. Each question carries <u>five</u> marks [30 Marks]	COs
Q1	Benefit of PLM in a business is higher, if a product requires _____. [Select right answer.]	CO1
A	faster configuration	
B	complex configuration	
Q2	_____ is not a phase of usability testing. [Select right answer.]	CO1
A	Preparation	
B	Moderation	
C	Analysis	
D	Presentation	
Q3	CoREA stands for _____. [Fill in the blank.]	CO1
Q4	PLM does not tradeoff information for waste of time, energy, and materials. [True or False]	CO1
A	True	
B	False	
Q5	Cash flow is high for the concept stage than for the production stage in PLM. [True or False]	CO1
A	True	
B	False	
Q6	Cost commitment is high for the _____ stage in PLM. [Select right answer.]	CO1
A	concept	
B	Production	

Section-B	Answer all <u>five</u> questions. Each question carries <u>ten</u> marks [50 Marks]	COs
Q7	Write a short note on <i>Threads of PLM</i> .	CO1
Q8	Write a short note on <i>Drivers of PLM</i> .	CO1
Q9	Explain how <i>Design to Value</i> increases the sustainability of a business.	CO2
Q10	Give examples of five companies practicing PLM in local or global market indicating their areas of applications.	CO2
Q11	Compare the perspectives of <i>Digital Manufacturing</i> in contrast to the <i>Traditional Manufacturing</i> .	CO3
Section-C	Answer the given question, which carries <u>twenty</u> marks. [20 Marks]	COs
Q12	Justify why and how a particular approach of PLM is chosen with reference to the product complexity and the supply chain complexity in a business.	CO4
	OR	
	What is the motivation and therefore the method to implement PLM as a strategy for a car producing company operating in a global scale?	CO4