**Review of Topic 11**

**Self-Check Questions**

1. What is process strategy?
2. What type of process is used for making each of the following products?
3. beer
4. wedding initiations
5. automobiles
6. paper
7. Big Macs
8. custom homes
9. motorcycles
10. What is service blueprinting?
11. What is process redesign?
12. What are the techniques for improving service productivity?
13. Name the four quadrants of the service process matrix.

7. Discuss how the matrix is used to classify services into categories.

8. What is CIM?

9. Identify manufacturing firms that compete on each of the four processes.

10. Identify the competitive advantage of each of the four firms identified in question 9.

11. Name some of the advances being made in technology that enhance production and

productivity.

12. In what ways do CAD and FMS connect?

13. What are the four Rs of sustainability?