

1. If a company uses the “wrong” manufacturing or service process, there will likely be a mismatch between what the customer wants and what operations can provide. For example, a job shop manufacturer that tries to make high-volume, standardized products at low cost will likely be at a competitive disadvantage when compared to high-volume batch or line manufacturers.
2. Generally one would expect production lines to be upstream of the customization point in a supply chain because the focus would be on a standard product with minor customized parts. In contrast, in a job shop the production process would be downstream of the customization point because job shops are mainly focused around customized products and need high customer input to be able to determine what is required.
3. The customization point of these cups is after the initial white cup has been created. The white cup is generally just a standard cup that can be customized into anything the customer would want so companies would have large, standard stocks of these white cups upstream of the customization point waiting for customer input. After the customer contacts the company, it can customize the cups with any logos and colors and send them to the customers after the custom logos are added to the white cups. A white cup with a final process step of printing is likely a less expensive and more reactive supply chain design.
4. The Ford Mustang was originally produced on a production line. Nowadays, as these cars approach fifty years of age, what’s required to restore them to like new will differ greatly from one specific vehicle to the next. As such, a job shop process, characterized by highly-skilled, flexible workers, will be the preferred process choice.
5. Group technology resembles a batch process because it has dedicated personnel and equipment to make families or subfamilies of products with similar manufacturing requirements. Group technology processing is also like a production line because the cell is arranged to follow the dominant flow of activities for the product. A group technology process is able to make a work cell more efficient by grouping the product families together, but it does so at the expense of making the work cell less flexible.

6. The main advantages of Web-based courses are their flexibility: Students can attend when it is convenient, and schools do not have to build and maintain physical classroom facilities. However, students in online courses may have fewer opportunities to engage directly with the instructor in an efficient manner. In a traditional class environment, the give and take between students and instructor can be very organic and lead to insights and examples that fall outside what the instructor had planned. A large lecture setting tends to steer an instructor to a limited set of presentation options—e.g., discussion and group activities can be difficult to manage with the sheer number of students and classroom layout. For the instructors, developing online courses requires considerable technical sophistication, especially as the richness of content (including online grading, presentations, etc.) becomes richer.