



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Subject Code & Name : **MBA5404 OPERATIONS MANAGEMENT &
DECISION SCIENCE**

Semester & Year : January – April 2016

Lecturer/Examiner : Mr K. S. Balasingam

Duration : 3 Hours

Total number of pages = 8 (Including the cover page)

PART A : MULTIPLE CHOICE QUESTIONS (20 MARKS)

INSTRUCTION(S) : Questions 1-20 are multiple choice questions.

Answer ALL questions on the answer sheet provided.

END OF PART A

PART B : SHORT ANSWER QUESTIONS (20 MARKS)

INSTRUCTION(S) : Two (2) questions consisting part A & B.

Answer ALL questions.

Write your answers in the answer booklet(s) provided

Question 1

- A. Define disintermediation in supply chain and describe its practice in two different business sectors. (5 marks)
- B. List and explain the three infrastructural decisions relating to operations strategy. (5 marks)

Question 2

- A. List and briefly explain five (5) key success factors in project management. (5 marks)
- B. Define Benchmarking and state briefly the four categories of benchmarking. (5 marks)

END OF PART B

PART C : ESSAY QUESTIONS (60 MARKS)

INSTRUCTION(S) : Answer any THREE (3) questions only.

Write your answer in the answer booklet(s) provided

Question 1

For an organization of your choice, explain the process it should adopt in developing and marketing a specific new product. (20 marks)

Question 2

To evaluate whether the service system in a service organization is well-designed, what common characteristics should an operations manager look for in the system? (20 marks)

Question 3

What is meant by Business Process Reengineering (BPR)? Describe the approach you would adopt to carry out a BPR project in your organization.

(20 marks)

Question 4

Evaluate the customers' perception and expectations of quality of a specific product that you are familiar with. Provide suitable illustrations in your answers.

(20 marks)

Question 5

Explain what is meant by lean concept in the manufacturing context? Identify five items that you consider as 'waste' in a manufacturing plant? Explain how you would eliminate them without affecting the plant's performance? (20 marks)

END OF EXAM PAPER