BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures)   :

Student ID (in Words)   :

Course Code & Name   : **BBM2301 OPERATIONS MANAGEMENT**
Trimester & Year   : January - April 2018
Lecturer/Examiner   : Angela Thexeira
Duration   : 3 Hours

INSTRUCTIONS TO CANDIDATES

1. **This question paper consists of 2 parts:**
    PART A (30 marks)   : **Answer all THIRTY (30) multiple choice questions. Answers are to be shaded in the Multiple Choice Answer Sheet provided.**
    PART B (70 marks)   : **Answer all SEVEN (7) short answer questions. Answers are to be written in the Answer Booklet provided.**
2. **Candidates are not allowed to bring any unauthorized materials except writing equipment into the Examination Hall. Electronic dictionaries are strictly prohibited.**
3. **This question paper must be submitted along with all used and/or unused rough papers and/or graph paper (if any). Candidates are NOT allowed to take any examination materials out of the examination hall.**
4. **Only ballpoint pens are allowed to be used in answering the questions, with the exception of multiple choice questions, where 2B pencils are to be used.**

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

PART B   **: SHORT ANSWER QUESTIONS (70 MARKS)**
INSTRUCTION(S)   : Answer all **SEVEN (7)** questions. Write your answers in the Answer Booklet(s) provided.

Question 1 (10 marks)

Successful management of quality requires that managers have insights on various aspects of quality. One way to think about quality is the degree to which performance of product or service meets or exceeds customer expectations.

a. Define *'quality'*.   (2 marks)

b. Discuss briefly any **ONE (1)** primary determinant of quality and give **ONE (1)** example for each determinant.   (4 marks)

c. Discuss briefly any **ONE (1)** consequence of poor quality.   (4 marks)

Question 2 (10 marks)

a. Briefly compare **TWO (2)** characteristics between *'process-focused'* process and *'product-focused'* process and provide **ONE (1)** example for each type of process.   (6 marks)

b. Briefly discuss any **TWO (2)** of the techniques to improve service productivity and provide an example each technique.   (4 marks)

Question 3 (10 marks)

Briefly discuss the **FOUR (4)** main factors that affect location decisions and provide an example for each factor.

Question 4 (10 marks)

The objective of layout strategy is to develop an effective and efficient layout that will meet the firm's competitive requirements.

Discuss the **FIVE (5)** factors to consider when designing and effective and efficient layout.

Question 5 (10 marks)

a. Describe 'supply chain management'. (2 marks)

b. Draw a typical manufacturing supply chain. (4 marks)

c. Draw an example of a vertical integration. (4 marks)

Question 6 (10 marks)

Explain briefly the **THREE (3)** strategies for competitive advantage. Please provide examples for each strategy.

Question 7 (10 marks)

Activity	Duration	Dependency
Start	0 days	-
A	5 days	Start
B	2 days	Start
C	3 days	A, B
D	5 days	Start
E	6 days	Start
F	4 days	D, E
G	2 days	C, F
H	5 days	G
I	7 days	G
J	3 days	H
Finish	0 days	I, J

a. Draw a simple network based on the information given. (5 marks)

b. Determine the critical path and the project completion time. (5 marks)

END OF EXAM PAPER