

FACULTY OF BUSINESS**FINAL EXAMINATION**Student ID (in Figures) :

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Student ID (in Words) : _____
_____Course Code & Name : **MGT3124 OPERATIONS MANAGEMENT**

Semester & Year : January– April 2021

Lecturer/Examiner : Dr. Akram Al-Khaled

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 written in the Multiple Choice Answer Sheet provided.
PART B (70 marks) : Answer all FOUR (4) problem solving questions. Answers are to be written in the Answer Booklet provided.
2. Candidates are not allowed to bring any unauthorised 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.

WARNING: The University Examination Board (UEB) of BERJAYA University College regards cheating as a most serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from BERJAYA University College.

PART B
INSTRUCTION(S)

: PROBLEM SOLVING QUESTIONS (70 MARKS)

: Answer all **FOUR (4)** essay questions. Write your answers in the Answer Booklet(s) provided.

Question 1

To empower employees and implement Total Quality Management (TQM) as a continuing effort, everyone in the organization must be well-trained in the techniques of TQM. Interpret **FIVE (5)** fundamental tools used in Total Quality Management.

(15 marks)

Question 2

The industrialized world is no longer characterized by scarcity. Consumer's affluence and desire for a wide choice of products and service continue to grow. Given the rapid growth of information technology and the accessibility of the Internet, consumer's desires have shifted from passive acceptance to active involvement in the design and delivery of specific products and services. Describe **FIVE (5)** current challenges in operations management (OM) that managers need to comprehend.

(15 marks)

Question 3

"Operations Management is the set of activities that creates value in the form of goods and services by transforming inputs into outputs."

Based on the above statement, explain **FIVE (5)** critical decisions of operations management.

(20 marks)

Question 4

The competitive priorities operationalize the organization's competitive strategy. The operations strategy focuses on specific capabilities of the operation that give the company a competitive edge. These capabilities are called competitive priorities. By excelling in one of these capabilities, a company can become a winner in its market. Explain **FOUR (4)** types of competitive priorities that are commonly used by organizations. Provide relevant examples to support your answer.

(20 marks)

END OF EXAM PAPER