



BERJAYA BUSINESS SCHOOL

FINAL EXAMINATION

Student ID (in Figures) :

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Student ID (in Words) : _____

Course Code & Name : **MGT3124 OPERATIONS MANAGEMENT**
 Trimester & Year : May - August 2019
 Lecturer/Examiner : Chang Sheau Huey
 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 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.

Total Number of pages = 7 (Including the cover page)

PART B : PROBLEM SOLVING QUESTIONS (70 MARKS)

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

1. As a Director of Operation from Original Cake, you have been assigned a project to launch new flavour of cake. Suggest a solution by illustrating its work breakdown structure and project scheduling on behalf of top management.

[Total: 20 marks]

2. "Product life cycle is the process of a product/ service goes through when it is first appearing in the market with its value." (Heizer and Render, 2017) Assuming you are a Director of Operations in The Alley (Bubble Tea), using diagram, explain **FOUR (4)** stages of product life cycle that will take place for its products.

[Total: 15 marks]

3. "Strategic emphasis that a firm place on certain performance measures and operational capabilities within a value chain." (Heizer and Render, 2017) Explain **FIVE (5)** types of competitive priorities that are commonly used by organisations. Support your answer with five examples.

[Total: 15 marks]

4. Discuss **FOUR (4)** types of layout strategies that are commonly used by operator in retail industry. Support your answer with four examples.

[Total: 20 marks]

END OF EXAM PAPER