



Private & Confidential

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 : Sep 2021 – Dec 2021
Lecturer/Examiner : Goh Poh Kim
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.

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

PART A : MULTIPLE-CHOICE QUESTIONS (30 MARKS)

INSTRUCTION(S) : Answer all **THIRTY (30)** multiple-choice questions.
Answers are to be written in the Multiple-Choice Answer Sheet provided.

End of Part A

PART B : PROBLEM SOLVING QUESTIONS (70 MARKS)

INSTRUCTION(S) : 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

“Process Strategy is to create a process to produce offerings that meet customer requirements within cost and other managerial constraints.”

Based on the above statement, explain **FOUR (4)** basic process strategies 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