



FINAL  
Examination Paper

(COVER PAGE)

Session : APRIL 2017

Programme : Diploma in Business (DIB)

Course : MGT2100: Operations Management

Date of Examination : 05 August, 2017 (Saturday)

Time : 11:00am – 1:00pm Reading Time : Nil

Duration : 2 Hours

**Special Instructions :**  
Answer any FOUR (4) questions.

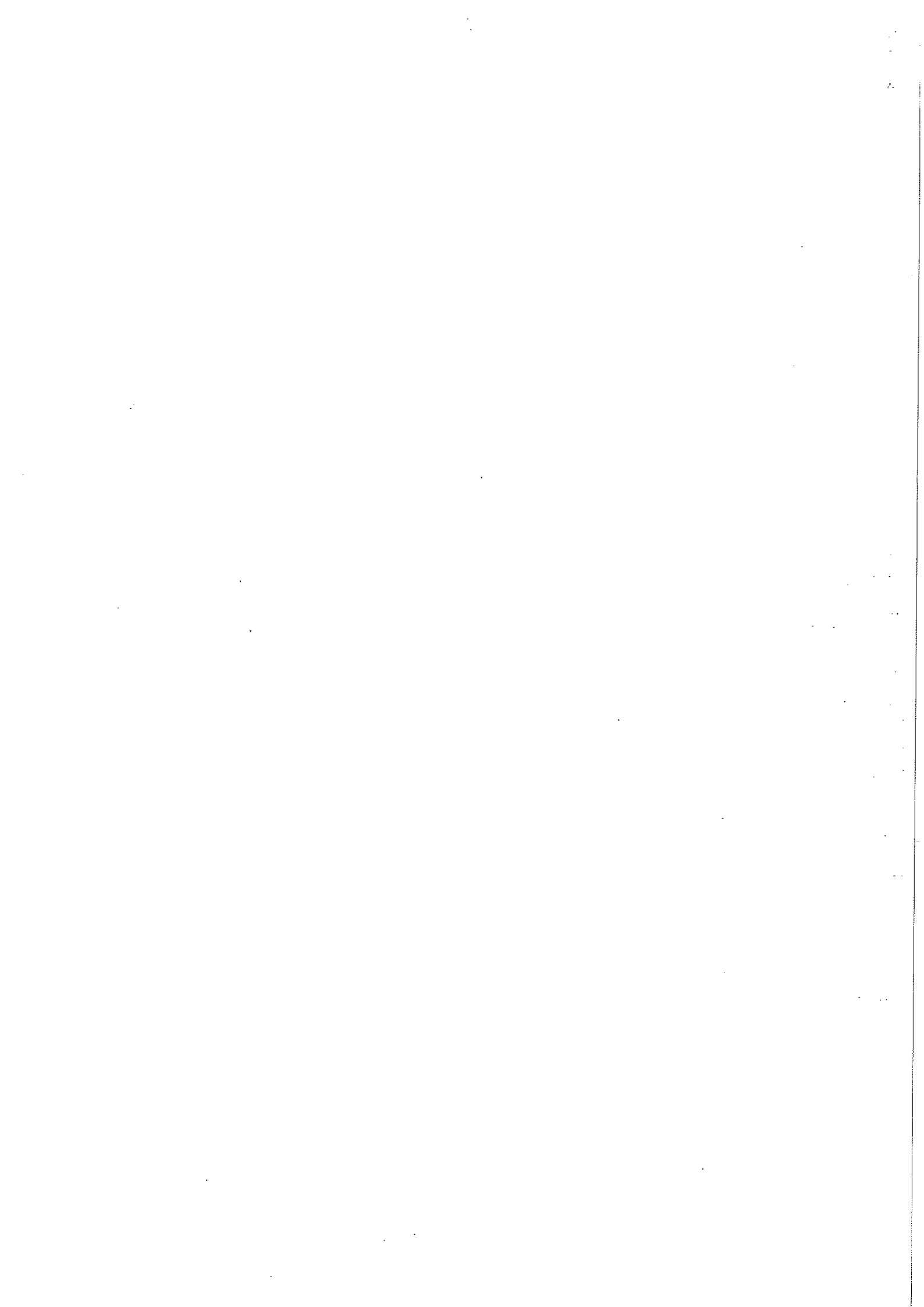
Materials permitted : Non-programmable Calculator

Materials provided : Nil

Examiner(s) : Neo Kim Koon, Lim Ghee Hean, Cedric Choong, David Low

Moderator : Dr Rajendran Muthuveloo

*This paper consists of 3 printed pages, including the cover page*



DIPLOMA IN BUSINESS PROGRAMME (DIB)  
MGT2100: OPERATIONS MANAGEMENT  
FINAL EXAMINATION: APRIL 2017 SESSION

**Instruction:** This paper consists of **SIX (6)** questions. Answer any **FOUR (4)** questions in the answer booklet provided. All questions carry equal marks.

**Question 1**

- (a) Briefly explain the meaning of Production and Operations Management. (4 marks)
- (b) Competitive advantage implies the creation of a system that has a unique advantage over competitors. Discuss with example(s), **THREE (3)** strategies for competitive advantage in operations management. (21 marks)

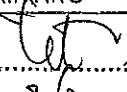
**Question 2**

- (a) Identify **FIVE (5)** ways that services differ from goods. (10 marks)
- (b) Kassim Manufacturing has implemented several programmes to improve its productivity. They have asked you to evaluate the firm's productivity by comparing this year's performance with last year's. The following data are available:

	Last Year	This Year
Output	10,500 units	12,100 units
Labour Hours	12,000	13,200
Utilities	RM7,600	RM8,250
Capital	RM83,000	RM88,000

Has Kassim Manufacturing improved its productivity during the past year?  
Justify your answer. (15 marks)

READY FOR PRINTING

APPROVED BY: .....  .....

DATE : ..... 3/7 ..... .....

**Question 3**

Discuss with example, how operations strategies adapt to the stages of product life cycle.  
(25 marks)

**Question 4**

(a) Briefly explain the philosophy of a Just-in-Time in production of goods.  
(5 marks)

(b) Identify and discuss **THREE (3)** benefits and **TWO (2)** problems of applying Just-in-Time in production of goods.  
(20 marks)

**Question 5**

Discuss **FIVE (5)** quality characteristics emphasized in production of goods and of services.  
(25 marks)

**Question 6**

The objective of location strategy is to maximize the benefit of location to the firm. Therefore, deciding a location for a firm is crucial. Identify and briefly explain any **FIVE (5)** factors that affect location decisions.  
(25 marks)

54

READY FOR PRINTING	
APPROVED BY:	<i>[Signature]</i>
DATE	<i>3/2</i>