

FINAL
Examination Paper

(COVER PAGE)

Session : April 2016

Programme : Diploma in Business (DIB)
Diploma in Entrepreneurship (DENT)

Course : **MGT2100/2101: Operations Management**

Date of Examination : 24 July, 2016 (Sunday)

Time : 8:00am – 10:00am Reading Time : Nil

Duration : 2 Hours

Special Instructions :

Answer any **FOUR (4)** questions.

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : **Lim Ghee Hean, Neo Kim Koon, Jennyca Singau,**
P Janagendra

Moderator : Iriana Suraya Binti Abdul Wahab

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

DIPLOMA IN BUSINESS (DIB)
DIPLOMA IN ENTREPRENEURSHIP (DENT)
MGT2100/2101: OPERATIONS MANAGEMENT
FINAL EXAMINATION: APRIL 2016 SESSION

Instructions: 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) Define Operation Management (5 marks)
- (b) Explain the **FOUR (4)** elements of competitive priorities in Operation Management. Illustrate your answer with suitable examples. (20 marks)

Question 2

Introducing new products into the market is important for companies to increase their revenue. However, there are considerations that need to be taken by these companies when designing new products. Discuss the **FOUR (4)** considerations. (25 marks)

Question 3

- (a) Bullwhip Effect is inaccurate or distorted demand information created in the supply chain. With relevant examples, briefly explain **FOUR (4)** factors of Bullwhip Effect. (20 marks)
- (b) Explain Vertical Integration in sourcing. (5 marks)

Question 4

- (a) Define and explain the following types of production processes: (16 marks)
- (i) Project process
 - (ii) Batch process
 - (iii) Line process
 - (iv) Continuous process

- (b) Melissa is the owner of Sport feet manufacturing. She has estimated the fixed costs of \$10,000 this period. Direct labor is \$1.50 per unit, and material is \$0.75 per unit. The selling price is \$4.00 per unit. You are required to help Melissa to determine the minimum Dollar and unit volume needed at its new facility to break even. (9 marks)

Question 5

- (a) Briefly define work measurement and standard time. (3 marks)
- (b) Before measuring a work, standard time has to be set. Describe the **SEVEN (7)** steps for conducting time study. (14 marks)
- (c) As part of management, you have been asked to study and report your findings on the advantages and disadvantages of job specialisation from the management's viewpoint. Determine **FOUR (4)** advantages and **FOUR (4)** disadvantages of job specialisation. (8 marks)

Question 6

The selection of facility location is influenced by a number of factors. Please identify any **(FIVE)** of these factors with relevant examples. (25 marks)

~THE END~

MGT2100/2101(F) April 2016

