

FINAL
Examination Paper

(COVER PAGE)

Session : January 2016

Programme : Diploma In Business (DIB)

Course : MGT2100: Operations Management

Date of Examination : March 8, 2016 (Tuesday)

Time : 2.00pm – 4.00pm Reading Time : Nil

Duration : 2 Hours

Special Instructions :

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

Materials permitted : Nil

Materials provided : Nil

Examiner(s) : Ms. Liew Siew Yin and Ms. Janagendra

Moderator : Mr. Anthony Vaz

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

DIPLOMA IN BUSINESS (DIB)
MGT2100: OPERATIONS MANAGEMENT
FINAL EXAMINATION: JANUARY 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) Service and Manufacturing industry have differences and similarities. Describe **FIVE (5)** similarities between services and manufacturing. (10 marks)
- (b) Operations strategy focuses on specific capabilities of the operation that give a company the competitive edge. These capabilities are called competitive priorities. Discuss with examples **THREE (3)** competitive priorities with relevant examples. (15 marks)

Question 2

- (a) Product designs are never finished and always updated with new ideas. Discuss and explain the **FOUR (4)** steps in the product design process. (20 marks)
- (b) Explain transformation process. (5 marks)

Question 3

- (a) Define Bullwhip Effect. (2 marks)
- (b) Discuss with examples, what are the causes of Bullwhip Effect. (20 marks)
- (c) Explain **THREE (3)** ways of counteracting the Bullwhip Effect. (3 marks)

Question 4

- (a) List and explain the basic **FOUR (4)** layout types. (10 marks)
- (b) What are the **THREE (3)** additional feasibility factors in job designing? Define and explain with examples. (15 marks)

Question 5

- (a) Inventory comes in many shapes and forms. Identify and explain **FIVE (5)** types of inventory that most manufacturing firms have. (10 marks)
- (b) Abby, the owner of a Fin Manufacturing. She is considering whether to produce a new product. She estimated her variable cost for the new product is RM20 and the fixed cost is estimated at RM60,000.
- (i) If Abby offers to sell the new product at RM40, how many pieces of the new product must she sell to break-even? (3 marks)
- (ii) If Abby sells 4000 pieces at RM52 a piece, what will be the contribution to profit? (3 marks)
- (iii) Explain what is Break-even Analysis? Draw the graphical approach to break-even analysis. (9 marks)

Question 6

Describe and explain the **FIVE (5)** stages of project life cycle.

(25 marks)

~THE END~

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