Session : August 2015
Programme : Diploma In Business (DIB)
Course : MGT2100: Operations Management
Date of Examination : December 12, 2015
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) : Mr. Neo Kim Koon, Mr. Lim Ghee Hean, Ms. Jennyca
Moderator : Mr. Anthony Vaz

This paper consists of 3 printed pages, including the cover page
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) Explain transformation process. (5 marks)

(b) Operations strategy focuses on specific capabilities of the operations that give a company the competitive edge. These capabilities are called competitive priorities. Discuss with examples the FOUR (4) categories of competitive priorities with relevant examples. (20 marks)

Question 2
(a) Bullwhip Effect is inaccurate or distorted demand information created in the supply chain. With relevant examples, briefly explain THREE (3) factors of Bullwhip Effect. (15 marks)

(b) Explain TWO (2) important issues to consider in making in-sourcing and outsourcing decisions. (10 marks)

Question 3
List and explain with example the stages of product life cycles and how can operations strategies adapt to these stages. (25 marks)

Question 4
(a) Explain the philosophy of a Just-in-Time approach in production. (5 marks)

(b) Discuss THREE (3) benefits and TWO (2) problems in employing a Just-in-Time production system. (20 marks)
Question 5

Describe and explain the FIVE (5) stages of project life cycle. (25 marks)

Question 6

Compare and contrast FIVE (5) quality characteristics emphasized in manufacturing products versus services. (25 marks)

~THE END~
MGT2100(F) August 2015