



Strathmore
UNIVERSITY

**STRATHMORE INSTITUTE
DIPLOMA IN PROCUREMENT
END OF SEMESTER EXAMINATION
DPR 1207: INTRODUCTION TO OPERATIONS MANAGEMENT**

DATE: 13th December 2018

Time: 2 Hrs

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.

QUESTION ONE - COMPULSORY QUESTION

- a) Using operations competitive priorities, discuss 3 ways how other mobile service providers can compete with Safaricom. (9 marks)
- b) Identify what manufacturing technique you would use to manufacture: a fast moving commercial good and a luxury vehicle. Explain why. (6 marks)
- c) Sketch a diagram highlighting the value chain of a typical manufacturing company. (9 marks)
- d) Discuss the 3 frameworks that have influenced Operations Management. (6 marks)

QUESTION TWO

- a) A firm producing Product X is losing market share to a firm producing Product Y. When a market survey of consumers was done the key complaint was that product X was boring and lacked variety. Describe the manufacturing process the firm is probably using and two manufacturing processes you could use to solve this problem. (9 marks)
- b) Explain the 3 main business functions in Operations Management. (6 marks)

QUESTION THREE

- a) Discuss how the 3Rs of sustainability are useful in manufacturing. (9 marks)
- b) Match the following products with their respective processes and layouts:

	Process	Layout
i. Standardized products		
ii. Assemble to order products		
iii. Customized products		

(6 marks)

QUESTION FOUR

- a) Describe 3 forms that inventory may take. (9 marks)
- b) Discuss 3 modern approaches to job design. (6 marks)

QUESTION FIVE

- a) State 4 reasons job design is important in operations management (4 marks)
- b) Identify and discuss 3 trends in operations management (9 marks)
- c) Give 4 advantages of e-commerce. (4 marks)