



**STRATHMORE INSTITUTE
DIPLOMA IN BUSINESS MANAGEMENT
END OF SEMESTER EXAMINATION
UNIT CODE: DPR 1107 INTRODUCTION TO OPERATIONS MANAGEMENT (FT)**

DATE: 19th August 2019

Time: 2 Hours

Instructions

1. This examination consists of **FIVE** questions.
2. Answer **Question ONE (COMPULSORY)** and any other **TWO** questions.
3. **DO NOT WRITE ON THE QUESTION PAPER**

QUESTION ONE

- a) Describe the three main techniques you could use to implement an operations management policy (9 marks).
- b) Explain four challenges operations managers face when selling services. (8 marks)
- c) Discuss four considerations when designing a product. (8 marks)
- d) Highlight 5 types of inputs used in production. (5 marks)

QUESTION TWO

- a) Saudi billionaire Turki Bin Abdullah is said to have a gold plated Lamborghini model car. Identify what production method is used to produce such kind of vehicles and explain three advantages of this method of production. (7 marks)
- b) Describe the 4 types of product layouts using the volume of goods and level of variety to differentiate them. (8 marks)

QUESTION THREE

- a) Define product development and describe the first three steps when launching a product. (7 marks)
- b) Explain four strategies operations managers can use to ensure their goods are competitive in the market. (8 marks)

QUESTION FOUR

- a) Explain five problems that can arise when job design is not taken into consideration in operations management. (10 marks)

- b) Define the following terms used when discussing inventory
 - i. Units on order
 - ii. Back orders
 - iii. Batch Order Size
 - iv. Finished goods
 - v. Work in Progress (5 marks)

QUESTION FIVE

- a) Explain four problems technology brings in operations management. (8 marks)

- b) Outsourcing is a major trend in operations management. Define outsourcing and discuss three key motivations for a firm when considering outsourcing. (7 marks)