

CONFIDENTIAL



UNIVERSITY COLLEGE TATI (UC TATI)

FINAL EXAMINATION QUESTION BOOKLET

COURSE CODE : DTG2053

COURSE : OPERATION MANAGEMENT

SEMESTER/SESSION : 1, 2024/2025

DURATION : 3 HOURS

Instructions:

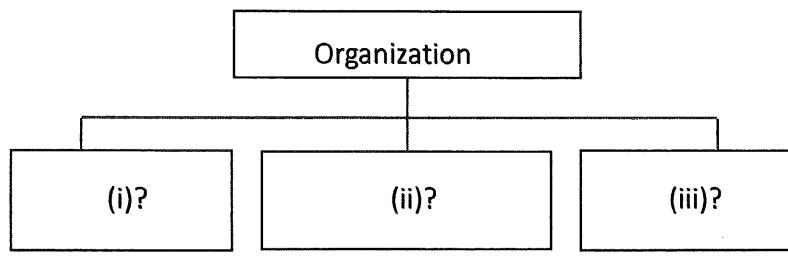
1. This booklet contains 5 questions. Answer **ALL** questions.
2. All answers should be written in the answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise your hand and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING THE COVER PAGE

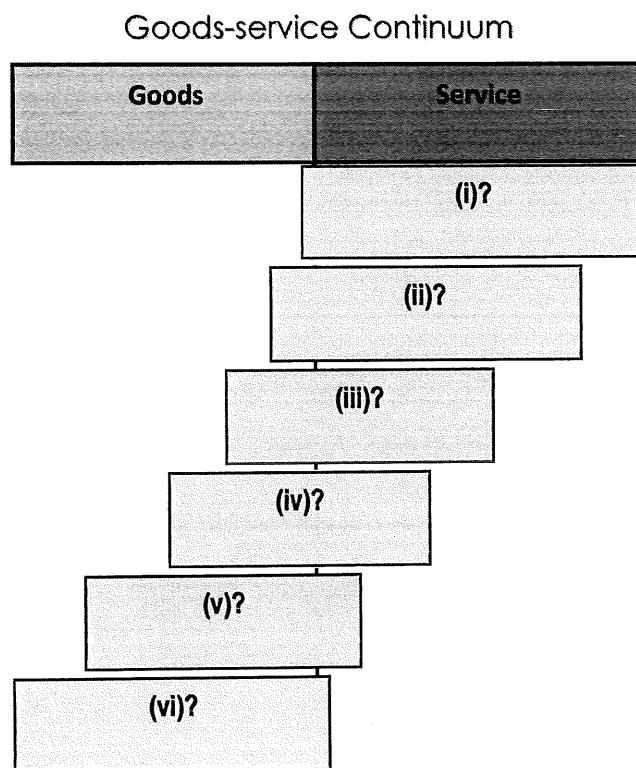
QUESTION 1

a) Give **THREE (3)** basic functions of organizations



(3 marks)

b) Find answers for this Goods-service Continuum



(3 marks)

c) Identify **FOUR (4)** challenges of Managing Services. (4 marks)

d) Give **FOUR (4)** benefits of the model in Operation Management. (4 marks)

e) Give **THREE (3)** limitations of models in Operation Management. (3 marks)

QUESTION 2

- a) Give the definition of competitiveness. (2 marks)
- b) Defend **TWO (2)** reasons some organizations fail. (2 marks)
- c) Find the answer for the blanks in the box.

Price	?	U.S. first-class postage Motel-6, Red Roof Inns
Quality	High-performance design or high quality Consistent quality	Sony TV Lexus, Cadillac Pepsi, Kodak, Motorola
Time	?	Express Mail, Fedex, One-hour photo, UPS
Flexibility	?	Burger King Supermarkets
Service	Superior customer service	?
Location	?	?

(6 marks)

- d) There are four factors affecting productivity, give **THREE (3)** factors that may affect productivity. (3 marks)
- e) Present **FOUR (4)** ways to improve productivity. (4 marks)

QUESTION 3

- a) Explain what is forecasting. (3 marks)
- b) Clarify the purpose of forecasting. (2 marks)
- c) Discuss **THREE (3)** main types of forecasts used in business. (3 marks)

- d) Explain the strategic importance of forecasting in the areas of human resources, capacity, and supply chain management. (2 marks)
- e) List **SEVEN (7)** steps in the forecasting process. (7 marks)

QUESTION 4

- a) Explain the strategic importance of product and service design in an organization. (2 marks)
- b) List out **FOUR (4)** functions of product and service design in an organization. (4 marks)
- c) Explain the concept of mass customization. (3 marks)
- d) Describe the concept of modular design. (1 marks)
- e) Discuss **TWO (2)** advantages and **TWO (2)** disadvantages of modular design. (4 marks)
- f) Explain the concept of robust design. (3 marks)

QUESTION 5

- a) Interpret capacity in the context of operations management. (1 marks)
- b) Show **FOUR (4)** strategic importance of capacity decisions in an organization. (8 marks)
- c) Present what is design capacity and why is it important in the context of operations management. (2 marks)
- d) Demonstrate **FIVE (5)** roles of assumptions and predictions in strategy formulation, using examples from operations management. (5 marks)
- e) Present the **EIGHT (8)** steps involved in the capacity planning process and explain the importance of each step-in operations management. (8 marks)
- f) Show **EIGHT (8)** factors that determine effective capacity. (8 marks)

-----End of question-----