MULTIMEDIA COLLEGE
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FIFTH, SIXTH SEMESTER FINAL EXAMINATION, 2014/2015 SESSION

MGT2043 –PRODUCTION & OPERATION MANAGEMENT

DMGS-E-F-3/12, DMGS-E-F-1/13, DMGW-E-F-1/13, DMGQ-E-F-1/13,
DMGA-E-F-1/13, DMGT-E-F-1/13, DMGT-E-F-2/11

10 FEBRUARY 2015
9.00 AM – 11.00 AM
(2 HOURS)

INSTRUCTIONS TO STUDENT

1. This Examination paper has NINE (9) printed pages.

2. This question paper consists of THREE (3) sections.
   Section A : Answer ALL questions.
   Section B : Answer ALL questions.
   Section C : Answer ALL questions.

3. Please write all your answers in the Answer Booklet provided.
SECTION A : MULTIPLE CHOICE (20 MARKS)

INSTRUCTION : ANSWER ALL QUESTIONS

1. Which of the following is NOT one of The Ten Critical Decisions of Operations Management?
   A. Layout strategy
   B. Mass customization
   C. Process and capacity design
   D. Maintenance

2. Which is not true regarding differences between goods and services?
   A. Services are generally produced and consumed simultaneously; tangible goods are not
   B. Services tend to be more knowledge-based than goods
   C. Goods tend to have higher customer interaction than services
   D. Services tend to have a more inconsistent product definition than goods

3. The change in cell-phone model life cycles from 2 years to under 6 months is the result of__________________.
   A. Time-Based Competition
   B. Design for manufacturability
   C. Life Cycle Assessment
   D. Value Analysis

4. A graphic technique for defining the relationship between customer desires and product/service is__________________.
   A. Product Lifecycle Management
   B. The Moment of Truth
   C. The House of Quality
   D. The Assembly Drawing

Continued…
5. The responsibilities of Production and operations manager include __________.
   A. Planning, organizing, staffing, procuring, and reviewing
   B. Planning, organizing, staffing, leading and controlling
   C. Forecasting, designing, accounting and financing
   D. Marketing, selling, advising and auditing

6. Which of the following statement classified as Qualitative method?
   A. Involves mathematical techniques
   B. Used when situation is stable and historical data exist
   C. Jury of executive opinion and consumer market survey
   D. Exponential smoothing

7. Which of the following statement explains about benefit of CAD/CAM?
   I. Product quality
   II. Solve manufacturing problem during the design stage
   III. Shorter design time
   IV. Database availability
   A. I, II, and IV
   B. I, III and IV
   C. I and II
   D. All of above

8. In location planning, environmental regulations, cost and availability of utilities, and taxes are.
   A. Global factors
   B. Country factors
   C. Regional/Community factors
   D. Site-related factors

Continued…
9. ________ is used to rank a company's products to determine which products represent the best use of the firm's resources, or, perhaps, to determine which products are to be eliminated.
   A. Value Analysis
   B. Value Engineering
   C. Financial Analysis
   D. Product-by-Value analysis

10. The following is Issues for Product Development Design EXCEPT
    A. Computer Aided Design
    B. Virtual Reality Technology
    C. Modular Design
    D. Product Design

11. Forecast is ______________________________
    A. Become more accurate with longer time horizon
    B. Are more accurate for individual items than for groups items
    C. Are rarely perfect
    D. All of the above

12. Which of the following is NOT one of The Ten Critical Decisions of Operations Management?
    A. Layout strategy.
    B. Maintenance.
    C. Process and capacity design.
    D. Mass customization.
Rapid, low cost production that caters to constantly change unique customers desire

13. Above statement explain on ________.
   A. product focus.
   B. process focus.
   C. mass customization.
   D. repetitive focus.

14. Which of the following are not competitive priorities for operations?
   A. Cost
   B. Quality
   C. Flexibility
   D. Product Design

15. Which of the following NOT stages involved in new product development:
   A. Idea generation
   B. Delivery Schedule
   C. Testing
   D. Business analysis

16. All are RIGHT on specifying the task in Job Design EXCEPT:
   A. Job Specialization
   B. Job Expansion
   C. Change Management
   D. Visual Workplace

17. Which of the following is NOT a factor in site selection for a retail store location?
   A. Convenient secure parking nearby
   B. Traffic count and convenience of entrance and exit
   C. Populations and demographics
   D. Banking support in area

Continued…
18. Long-term capacity planning is closely connected to which factor?
   A. Investments in new facilities
   B. Workforce size
   C. Inventory
   E. All of the above

19. Qualitative analysis for forecasting involve the following method
   A. Delphi method
   B. Market research
   C. Historical analogy
   D. All of the above

20. Globalization process is encouraged by the following trends
   A. Enhancement in communication technologies
   B. Increased demand for imported goods
   C. Lowered international trade barriers
   D. All of the above
SECTION B : TRUE/ FALSE (20 MARKS)

INSTRUCTION : ANSWER ALL QUESTIONS

1. Lean is an example of a pull system while lean thinking is an example of a push system.

2. With lean thinking, a firm’s operations layout should evolve to a cellular manufacturing layout.

3. Process redesign tends to be cross-functional in nature and requires a complete overhaul of work methods, flows, and information systems.

4. Aggregate Planning assumes that the facility decisions can be changed.

5. Facilities Planning, Aggregate Planning, and Scheduling form a hierarchy of decisions extending from long-range to medium-range to short-range, respectively, concerning the capacity of operations.

6. In an ABC Classification, it is logical to employ a periodic review system to monitor A items.

7. A bill of materials can be coupled with a bill of labor if MRP systems are to be used in service industries.

8. Maintenance includes all activities involved in keeping a system's equipment in working order.

9. Reliability is the probability that a machine part or product will function properly for a specified time regardless of conditions.

10. The objective of layout strategy is to develop an effective and efficient layout that will meet the firm's competitive requirement.

Continued…
11. Operations management is the set of activities that transforms inputs into goods and services.

12. Forecasts of individual products tend to be more accurate than forecasts of product families.

13. The method that considers the relationship between data and the variable being predicted is weighted moving average.

14. A naive forecast for September sales of a product would be equal to the sales in August.

15. Government rules, attitudes, political risk and incentives are some of the factors that affecting country in location strategies.

16. Locational break-even analysis is a method of cost-volume analysis used for industrial locations

17. Quality Function Deployment is one of the methods used to evaluate preliminary product design.

18. Process is a collection of interacting components that transform output into input towards a common aim called a mission statement.

19. In Process focus strategy Facilities often organized by assembly lines

20. Value engineering is a systematic method to improve the "value" of goods or products and services by using an examination of function.

Continued…
SECTION C : SHORT ESSAY (60 MARKS)

INSTRUCTION : ANSWER ALL QUESTIONS.

Question 1
a) Define Manufacturing Cycle Time in the context of JIT systems. Briefly explain FOUR (4) goals of Just In-Time partnership. (10 Marks)
b) States FIVE (5) the components of job design? (5 Marks)

Question 2
a) List and explain options of Global Operations Strategy. (6 Marks)
b) Give distinguish characteristics of manufacture and service products with examples. (9 Marks)

Question 3
a) List SEVEN (7) steps in forecasting system. (7 Marks)
b) Define the term below:
   i) Computer Aided Design (CAD)
   ii) Robust Design
   iii) Modular Design
   iv) Virtual Reality (8 Marks)

Question 4
a) Explain detail element in process analysis and design that apply in process design. (10 Marks)
b) What is location? Give TWO (2) reasons the importance of location. (5 Marks)

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