

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) What is operations management? _____)
- A) What all managers do when they deal with day-to-day activities.
 - B) The activity of producing products and services.
 - C) The process of satisfying the needs of internal and external customers.
 - D) An organisational function which produces products and services.

Answer: B

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 2) Which of the following functions is not a core function of an organisation? _____ 2)
- A) The marketing (including sales) function.
 - B) The operations function.
 - C) The accounting and finance function.
 - D) The product/service development function.

Answer: C

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 3) Most operations produce a mixture of both products and services. Which of the following businesses is closest to producing 'pure' services? _____ 3)
- A) Steel company
 - B) Counsellor/therapist
 - C) A restaurant
 - D) IT company

Answer: B

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

8) Operations typically differ in terms of volume of output, variety of output, variation in demand or the degree of 'visibility' (i.e. customer contact) that they give to customers of the production process. Please match the following element with the most appropriate of the above dimensions. The demand pattern is most closely matched to: 8) _____

- A) Variation B) Visibility C) Volume D) Variety

Answer: A

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

9) Operations typically differ in terms of volume of output, variety of output, variation in demand or the degree of 'visibility' (i.e. customer contact) that they give to customers of the production process. Please match the following element with the most appropriate of the above dimensions. Low unit costs are most closely matched to: 9) _____

- A) Variety B) Visibility C) Variation D) Volume

Answer: D

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

10) Efficient operations management is irreconcilable with environmental considerations. 10) _____

- A) True B) False

Answer: B

Explanation: A)
B)

Page Ref:

Topic:

11) High-volume operations do not include: 11) _____

- A) A theme park B) Television manufacture
C) A taxi service D) A fast food restaurant

Answer: C

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

12) High-visibility operations do not include:

- A) Internet retailer
- B) Retail banking
- C) Coffee bar
- D) Clothes shop

12) _____

Answer: A

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

13) Operations can be classified according to their volume and variety of production as well as the degree of variation and visibility. Which of the following operations would be classified as high volume, low variety?

- A) A fast food restaurant
- B) A bank front office
- C) A carpenter
- D) A family doctor

13) _____

Answer: A

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

14) Which of the following activities is not a direct responsibility of operations management?

- A) Planning and controlling the operation.
- B) Designing the operation's products, services and processes.
- C) Developing an operations strategy for the operation.
- D) Determining the exact mix of products and services that customers will want.

14) _____

Answer: D

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 15) Which of the following is the least likely decision to be made by Operations Managers? 15) _____
- A) Designing and improving the jobs of the workforce.
 - B) Selecting the location and layout of a facility.
 - C) How to use quality techniques to reduce waste.
 - D) How much capacity is required to balance demand.
 - E) Deciding which market areas to manufacture products for.

Answer: E

Explanation: A)
B)
C)
D)
E)

Page Ref:

Topic:

- 16) Which of the following is NOT a transformed resource input in operations? 16) _____
- A) Facilities B) Materials C) Information D) Customers

Answer: A

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 17) Which of the following is a transforming input resource? 17) _____
- A) Staff B) Information
C) Customers D) None of the above

Answer: A

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

18) Which of the following is a transformed input resource? 18) _____
A) Facilities B) Staff
C) Information D) None of the above

Answer: C

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

19) Which of the following is a responsibility for an Operations Manager? 19) _____
A) All of the below B) Ensuring delivery of goods or services
C) Day-to-day running of the process D) Design the process

Answer: A

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

20) Operations management is important to all business and operations managers have a similar set of responsibilities in all businesses. 20) _____
A) True B) False

Answer: A

Explanation: A)
B)

Page Ref:

Topic:

21) Which performance objectives do IKEA focus most on? 21) _____
A) Quality B) Speed C) Cost D) Flexibility

Answer: C

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 26) Which of the following is true of effective operations? 26) _____
- A) It can reduce the amount of investment necessary to produce goods and service.
 - B) It can reduce costs of producing goods and services.
 - C) It can provide the basis for future innovation.
 - D) All of the above.

Answer: D

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 27) Which of the following is NOT a response from operations to the changing business environment? 27) _____
- A) Mass marketing
 - B) Flexible working patterns
 - C) Lean process design
 - D) Technologies replacing manual jobs

Answer: A

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 28) Which of the following is NOT true of the changing business environment in which operations management work? 28) _____
- A) Less ethical sensitivity
 - B) Demand for better quality
 - C) More frequent product introduction
 - D) More legal regulation

Answer: A

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 29) The transforming and transformed resources that form the input to operations are called: 29) _____
- A) Tangible resources
 - B) Transformation resources
 - C) Delivery resources
 - D) Input resources

Answer: D

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 30) Resources within an operation that are not immediately evident, such as relationships with suppliers, are called: 30) _____
- A) Transient resources
 - B) Non-discreet resources
 - C) Ethereal resources
 - D) Intangible resources

Answer: D

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 31) Service processes that have a high number of transactions, often involving limited customization, are called: 31) _____
- A) Low-complexity services
 - B) Dual services
 - C) Service runners
 - D) Mass services

Answer: D

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 32) An operation's ability to produce a wide range of products or services is called what? 32) _____
- A) Package
 - B) Commodity range
 - C) Mix flexibility
 - D) Customization profile

Answer: C

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 33) All the activities involved in supplying a customer's order is called: 33) _____
A) Customer -driven operations B) Order fulfilment
C) Delivery D) Customer -focused process

Answer: B

Explanation: A)
 B)
 C)
 D)

Page Ref:
Topic:

- 34) The people and groups of people who have an interest in the operation and who may be 34) _____
influenced by, or influence, the operation's activities, are called:
A) Stakeholders B) Key accounts
C) Pressure groups D) Operation owners

Answer: A

Explanation: A)
 B)
 C)
 D)

Page Ref:
Topic:

- 35) The amount of value-added activity that takes place in the presence of the customer is called: 35) _____
A) Visibility B) Value-added C) Variety D) Variation

Answer: A

Explanation: A)
 B)
 C)
 D)

Page Ref:
Topic:

- 36) In an international aid charity, which function is likely to be responsible for developing new 36) _____
appeals campaigns?
A) Product/Service Development B) Operations
C) Human Resources D) Marketing

Answer: A

Explanation: A)
 B)
 C)
 D)

Page Ref:
Topic:

- 37) In a furniture manufacturer, which function is likely to be responsible for determining pricing policies? 37) _____
- A) Marketing and sales
 - B) Finance
 - C) Product/Service Development
 - D) Operations

Answer: A

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 38) In a fast food chain, which function is likely to be responsible for serving customers? 38) _____
- A) Human resources
 - B) Marketing and sales
 - C) Finance
 - D) Operations

Answer: D

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 39) The decisions taken by an operations manager are the same for commercial and not-for-profit organisations. 39) _____
- A) True
 - B) False

Answer: A

Explanation: A)
B)

Page Ref:

Topic:

- 40) Which of the following is NOT a process input? 40) _____
- A) Aircraft for an airline
 - B) Information for the police
 - C) Transported passengers for a train service
 - D) Sales staff for a department store

Answer: C

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 41) The dominant operation for a bank is: 41) _____
- A) Processing materials
 - B) Processing customers
 - C) Processing information
 - D) Processing complaints

Answer: C

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 42) Which of the following predominantly process materials in their operations? 42) _____
- A) Postal service
 - B) Bank headquarters
 - C) Hospitals
 - D) Market research company

Answer: A

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 43) In the case of crude oil producers, what term is used for any technical advice provided to their customers? 43) _____
- A) Facilitating services
 - B) Support service
 - C) Value-added service
 - D) Intangible benefit

Answer: A

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 44) Which of the following is NOT an implication of high visibility? 44) _____
- A) Customer contact skills needed.
 - B) Time lag between production and consumption.
 - C) High unit cost.
 - D) Satisfaction governed by customer perception.

Answer: B

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 45) Which of the following is an implication of low variety? 45) _____
- A) Matching customer needs necessary
 - B) Flexibility needed
 - C) Low unit cost
 - D) High complexity

Answer: C

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

- 46) Which of the following is NOT an implication of high variation in demand? 46) _____
- A) Low unit cost
 - B) Changing capacity
 - C) Flexibility in workforce is needed
 - D) Anticipation is important

Answer: A

Explanation: A)
B)
C)
D)

Page Ref:

Topic:

47) What is the name of the model that describes operations in terms of their input resources, transforming processes and outputs of goods and services?

47) _____

A) Operational process model

B) Slack operations model

C) Five forces model

D) Transformation process model

Answer: D

Explanation: A)

B)

C)

D)

Page Ref:

Topic:

Answer Key

Testname: UNTITLED1

1) B

Page Ref:

Topic:

2) C

Page Ref:

Topic:

3) B

Page Ref:

Topic:

4) C

Page Ref:

Topic:

5) B

Page Ref:

Topic:

6) B

Page Ref:

Topic:

7) A

Page Ref:

Topic:

8) A

Page Ref:

Topic:

9) D

Page Ref:

Topic:

10) B

Page Ref:

Topic:

11) C

Page Ref:

Topic:

12) A

Page Ref:

Topic:

13) A

Page Ref:

Topic:

14) D

Page Ref:

Topic:

15) E

Page Ref:

Topic:

Answer Key

Testname: UNTITLED1

16) A

Page Ref:

Topic:

17) A

Page Ref:

Topic:

18) C

Page Ref:

Topic:

19) A

Page Ref:

Topic:

20) A

Page Ref:

Topic:

21) C

Page Ref:

Topic:

22) B

Page Ref:

Topic:

23) D

Page Ref:

Topic:

24) D

Page Ref:

Topic:

25) B

Page Ref:

Topic:

26) D

Page Ref:

Topic:

27) A

Page Ref:

Topic:

28) A

Page Ref:

Topic:

29) D

Page Ref:

Topic:

30) D

Page Ref:

Topic:

Answer Key

Testname: UNTITLED1

31) D

Page Ref:

Topic:

32) C

Page Ref:

Topic:

33) B

Page Ref:

Topic:

34) A

Page Ref:

Topic:

35) A

Page Ref:

Topic:

36) A

Page Ref:

Topic:

37) A

Page Ref:

Topic:

38) D

Page Ref:

Topic:

39) A

Page Ref:

Topic:

40) C

Page Ref:

Topic:

41) C

Page Ref:

Topic:

42) A

Page Ref:

Topic:

43) A

Page Ref:

Topic:

44) B

Page Ref:

Topic:

45) C

Page Ref:

Topic:

Answer Key

Testname: UNTITLED1

46) A

Page Ref:

Topic:

47) D

Page Ref:

Topic: