

<p>Course No: : MAN 3306 Course Title: Prod. & Operat. Management Date: 31 /10 /2012 No. of Questions: (7) Time: 2 Hours Using Calculator (Yes)</p>	<p>University of Palestine  Mid T. Exam 1st Semester 2012/2013 Total Grade:</p>	<p>Instructor Name: Mr. Abdel Fatah Afifi Student No.: ----- Student Name:----- College Name:----- Dep. / Specialist:----- Using Dictionary: (No)</p>
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Answer the following questions:

Q1: Define both Operations Management and Transformation Process?

Q2: Efficiency versus Effectiveness

Q3: What does Key Performance Indicator means?

Q4: What are the typical phases of product development?

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Q5: Differentiate between "Generic Market-Pull Products" & "Technology-Push Products"?

Q6: Read carefully and select the correct answer:

6.1: "If you drop it on your foot, it won't hurt you."

Select one answer

1. Good
2. Service

6.2: "Services never include goods and goods never include services."

Select one answer

1. True
2. False

6.3: Operation management Managing the customer's experience during the service encounter

Select one answer

1. True
2. False

6.4: Operation management Raising the awareness of operations as a significant competitive weapon

Select one answer

1. True
2. False

6.5: In the Input-Transformation-Output Relationship, a typical "input" for a Department Store is which of the following?

Select one answer

- a. Displays

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- b. Stocks of goods
- c. Sales clerks
- d. All of the above
- e. None of the above

6.6: An operations strategy is concerned with which of the following?

Select one answer

- a. Setting specific policies and plans
- b. Short-term competitive strategies
- c. Coordination of operational goals
- d. All of the above
- e. None of the above

6.7: Typically a strategy breaks down into what major components

Select one answer

- a. Operations effectiveness
- b. Customer management
- c. Production innovation
- d. All of the above
- e. None of the above

6.8: Typically a strategy breaks down into what major components

Select one answer

- a. Operations effectiveness
- b. Customer management
- c. Production innovation
- d. All of the above
- e. None of the above

6.9: A criterion that differentiates the products and services of one firm from another can be which of the following?

Select one answer

- a. An order qualifier
- b. An order winner
- c. Plant within a Plant (PWP)

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- d. Key Performance Indicator (KPI)
- e. None of the above

6:10: Which of the following is primarily focused on getting the voice of the customer into design specifications in product development?

Select one answer

- a. Concurrent engineering
- b. Value engineering
- c. Design for Manufacturing and Assembly (DFMA)
- d. Quality function deployment
- e. None of the above

Q7: You have just determined that your service employees have used a total of 2400 hours of labor this week to process 560 insurance forms. Last week the same crew used only 2000 hours of labor to process 480 forms.

Calculate productivity of each week?

Which productivity measure should be used?

Good Luck