

Course No: MAN3306
Course Title: Production & Operation
management
Date: 23/11/2014
No. of Questions: (3)
Time: 1 hours
Using Calculator (No)

University of Palestine

Mid Term Exam
1ST Semester 2014/2015
Total Grade:

Instructor Name: Fidaa Safi
Student No.: _____
Student Name: _____
College Name: Business and Finance
Dep. /Specialist: management-English
Using Dictionary (No)

Question One:

(10 Marks)

Choose The correct answer:

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

- 2) Most operations produce a mixture of both products and services. Which of the following businesses is closest to producing “pure” services?
 - A. IT company C. Counselor/therapist
 - B. Steel company D. A Restaurant

- 3) 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 C. A front office bank
 - B. A carpenter D. A family doctor

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

- 5) Which business function is responsible for sales, generating customer demand, and understanding customer wants and needs?
 - A. Finance C. Marketing
 - B. Human resources D. Operations management

Course No: MAN3306
Course Title: Production & Operation
management
Date: 23/11/2014
No. of Questions: (3)
Time: 1 hours
Using Calculator (No)

University of Palestine

Mid Term Exam
1ST Semester 2014/2015
Total Grade:

Instructor Name: Fidaa Safi
Student No.: _____
Student Name: _____
College Name: Business and Finance
Dep. /Specialist: management-English
Using Dictionary (No)

- 6) Which one of the following would not generally be considered to be a transformation?
- A. A haircut C. A train ride
B. Manufacturing a radio D. Waiting to see the doctor
- 7) Which of the following is not an input?
- A. Services C. managers
B. Technology D. information
- 8) What is a philosophy that aggressively seeks to improve product quality by eliminating causes of product defects and making quality an all-encompassing organizational philosophy?
- A. COI C. TQM
B. SPC D. JIT
- 9) Electronic Commerce is
- A. The use of the Intranet to conduct business activities
B. The use of the Internet to conduct business activities
C. Not recognized external to the United States
D. Closely linked with outsourcing
- 10) In order to meet customer needs, marketing managers must understand:
- A. What operations can produce
B. What types of customizations operations can deliver
C. What due dates operations can and cannot meet
D. All of these

Question One:

(6 Marks)

Define The following concepts:

- 1) Mass Customization
- 2) (JIT) Just In Time
- 3) Core Competencies
- 4) Competitive Advantage

Course No: MAN3306
Course Title: Production & Operation
management
Date: 23/11/2014
No. of Questions: (3)
Time: 1 hours
Using Calculator (No)

University of Palestine

Mid Term Exam
1ST Semester 2014/2015
Total Grade:

Instructor Name: Fidaa Safi
Student No.: _____
Student Name: _____
College Name: Business and Finance
Dep. /Specialist: management-English
Using Dictionary (No)

Question Three:

(4 Marks)

Old system: staff of 3 workers work 6 hours/a day produce 6 policies, the overhead is 300\$, and the payroll cost 500\$/a day.

New system: Produce 12 policies, and the overhead is 650\$.

What is the Productivity Growth Rate?

End of Questions
Good Luck