



PENINSULA
C O L L E G E
GEORGETOWN

FINAL SEMESTER EXAMINATION

Student NRIC : _____
Student ID : _____

Programme	:	DIPLOMA IN BUSINESS STUDIES (MQA/FA9259)
Intake	:	SEPTEMBER 2021
Course	:	OPERATIONS MANAGEMENT
Course Code	:	DBBM 4013
Duration	:	3 hours

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. This question paper consists of **FOUR (4)** questions
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)

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

For examiner's use only

QUESTION NO.	MARKS
1	/ 25
2	/ 25
3	/ 25
4	/ 25
Total	/ 100

Answer **ALL FOUR (4)** questions on the separate sheet provided.

1. a) The fixed and variable costs for three potential manufacturing plant sites for a rattan chair weaver are shown below:

Site	Fixed cost per year	Variable cost per unit
Setia Alam	RM 500	RM11
Klang Valley	RM1,000	RM 7
Shah Alam	RM1,700	RM 4

For a production of 200 units, calculate the break-even point for each location.

(12 marks)

- b) Based on the above, determine the best location to build a manufacturing plant site and provide the reason to support your answer. (3 marks)
- c) Retail or supermarket layout is designed to maximize exposure of products to the customers because sales and profitability are dependent on the customers' exposure to the products being sold.
Describe **FIVE (5)** layout strategies in choosing the design to attract customers, thus increasing sales and profit. (10 marks)

Total: [25 marks]

2. A patient remains on the surgical table in an operating theatre, and the surgeon, doctors, nurses, anesthesiologist, operation equipment and medical surgical instrument are brought to the operating theatre.

- a) Based on the situation above, define the type of layout which determinates the efficiency of the operations. (2 marks)
- b) Explain **THREE (3)** considerations which organization have to look into when decided to choose the layout stated above. (6 marks)
- c) Compare **FOUR (4)** differences between product-oriented layout with process-oriented layout. (17 marks)

Total: [25 marks]

3. Supermarket chain like Tesco Lotus Malaysia is implementing several techniques to improve service productivity and productivity in their operations.

a) Based on the situation above, analyse **TWO (2)** techniques which is currently being practice in their supermarket. (12 marks)

b) Describe **TWO (2)** characteristics of product focus strategies and process focus strategies with examples. (13 marks)

Total: [25 marks]

4. a) Explain **FOUR (4)** factors to be considered when an organization designing a new product. (12 marks)

b) Describe **FOUR (4)** characteristics of the product life cycle at every stage. (13 marks)

Total: [25 marks]

- END OF QUESTIONS -