

			Description
			Instructions Modify
			◀ Add Question Here
Question 1	<div><div></div></div> True/False	0 points	Modify Remove
Question Emphasizing cost, quality, time, and flexibility is an effective strategic approach for operations management.			
Answer			True ✔ False
			◀ Add Question Here
Question 2	<div><div></div></div> True/False	0 points	Modify Remove
Question Flexibility refers to a strategy that seeks to provide a product or service that is less expensive than similar products or services offered by competitors.			
Answer			True ✔ False
			◀ Add Question Here
Question 3	<div><div></div></div> True/False	0 points	Modify Remove
Question Setting a competitive priority does not automatically ensure that goals will be achieved.			
Answer			✔ True False
			◀ Add Question Here
Question 4	<div><div></div></div> True/False	0 points	Modify Remove
Question Quality involves offering a product or service that is superior to the alternatives in the eyes of the customer.			
Answer			✔ True False
			◀ Add Question Here
Question 5	<div><div></div></div> True/False	0 points	Modify Remove
Question Competing on the basis of consistent quality involves continuously monitoring and evaluating processes to maximize errors.			
Answer			True ✔ False
			◀ Add Question Here
Question 6	<div><div></div></div> True/False	0 points	Modify Remove
Question Superior quality involves offering something that customers will pay a premium for, that is, something that outshines the competition.			
Answer			✔ True False
			◀ Add Question Here
Question 7	<div><div></div></div> True/False	0 points	Modify Remove
Question Delivery speed refers to delivering a product when promised, but not necessarily quickly.			
Answer			True ✔ False
			◀ Add Question Here
Question 8	<div><div></div></div> True/False	0 points	Modify Remove
Question Mass customization involves keeping products in a standard format and then adding unique components for the individual customer at the last possible moment.			
Answer			True ✔ False
			◀ Add Question Here
Question 9	<div><div></div></div> True/False	0 points	Modify Remove
Question A company's business strategy sets the broad guidelines for what the company will be doing for the near future (the next 6 to 18 months), the mid-range future (the next 2 to 5 years), and the distant future (5 or more years from the present).			
Answer			✔ True False
			◀ Add Question Here
Question 10	<div><div></div></div> True/False	0 points	Modify Remove
Question A mission statement is not an important aspect of explaining why a company exists.			
Answer			True ✔ False
			◀ Add Question Here
Question 11	<div><div></div></div> True/False	0 points	Modify Remove
Question Functional strategies specify the core goals of areas like operations, marketing, finance, or IT.			
Answer			✔ True False

 [Add Question Here](#)

Question 12

True/False

0 points

[Modify](#)

[Remove](#)

Question Strategic business decisions always have an optimal solution.

Answer

True

 False

 [Add Question Here](#)

Question 13

True/False

0 points

[Modify](#)

[Remove](#)

Question Using a product promotion is a key operations strategy.

Answer

True

 False

 [Add Question Here](#)

Question 14

True/False

0 points

[Modify](#)

[Remove](#)

Question Infrastructural decisions are operational decisions that represent long-term, high-capital-investment decisions that occur less frequently than many decisions but have a lasting impact on the organization.

Answer

True

 False

 [Add Question Here](#)

Question 15

True/False

0 points

[Modify](#)

[Remove](#)

Question An infrastructural decision concerning production planning might ask what quantities of a particular item should be produced.

Answer

 True

False

 [Add Question Here](#)

Question 16

True/False

0 points

[Modify](#)

[Remove](#)

Question A structural decision might ask how much capacity a new plant will need.

Answer

 True

False

 [Add Question Here](#)

Question 17

True/False

0 points

[Modify](#)

[Remove](#)

Question A structural decision might ask what metric should be used in a particular quality system.

Answer

True

 False

 [Add Question Here](#)

Question 18

True/False

0 points

[Modify](#)

[Remove](#)

Question Managing services is seen by many as being critical to the success of individual nations, industries, and businesses in the postindustrial economy of the twenty-first century.

Answer

 True

False

 [Add Question Here](#)

Question 19

True/False

0 points

[Modify](#)

[Remove](#)

Question Manufacturing processes, like an assembly line, convert raw materials and inputs into finished products that have a physical, tangible form.

Answer

 True

False

 [Add Question Here](#)

Question 20

True/False

0 points

[Modify](#)

[Remove](#)

Question In a manufacturing process, an example of an input in the transformation process is either a good or service.

Answer

True

 False

 [Add Question Here](#)

Question 21

True/False

0 points

[Modify](#)

[Remove](#)

Question The service bundle is defined as all the value-added physical and intangible items that an organization provides to the customer.

Answer

 True

False

 [Add Question Here](#)

Question 22

True/False

0 points

[Modify](#)

[Remove](#)

Question In manufacturing, excessive customer contact allows a process to be more standardized than a process with no customer involvement.

Answer

True

 False

 [Add Question Here](#)

Question 23

True/False

0 points

[Modify](#)

[Remove](#)

		<p>Question Customizing the service bundle helps to create more satisfied customers who are willing to pay a premium for a given service to get it exactly as they want it.</p> <p>Answer</p> <div><div>✓ True</div><div>False</div></div>		<div><div>◀</div><div>Add Question Here</div></div>
Question 24	True/False	0 points	<div><div>Modify</div><div>Remove</div></div>	
	<p>Question The issue of perishability is more crucial in producing goods than in providing a service.</p> <p>Answer</p> <div><div>True</div><div>✓ False</div></div>		<div><div>◀</div><div>Add Question Here</div></div>	
Question 25	True/False	0 points	<div><div>Modify</div><div>Remove</div></div>	
	<p>Question Measuring productivity in service process is considerably more straightforward than measuring productivity in manufacturing.</p> <p>Answer</p> <div><div>True</div><div>✓ False</div></div>		<div><div>◀</div><div>Add Question Here</div></div>	
Question 26	True/False	0 points	<div><div>Modify</div><div>Remove</div></div>	
	<p>Question The distinction between manufacturing and service is much less ambiguous at the individual process level than at the organizational level.</p> <p>Answer</p> <div><div>✓ True</div><div>False</div></div>		<div><div>◀</div><div>Add Question Here</div></div>	
Question 27	True/False	0 points	<div><div>Modify</div><div>Remove</div></div>	
	<p>Question The goal of individual companies is to manage their supply chain so that it provides a competitive edge that makes the company's product or service superior to that of another producer.</p> <p>Answer</p> <div><div>✓ True</div><div>False</div></div>		<div><div>◀</div><div>Add Question Here</div></div>	
Question 28	True/False	0 points	<div><div>Modify</div><div>Remove</div></div>	
	<p>Question Radio frequency identification is a technology that enables mass customization of a product using supply chain strengths.</p> <p>Answer</p> <div><div>True</div><div>✓ False</div></div>		<div><div>◀</div><div>Add Question Here</div></div>	
Question 29	True/False	0 points	<div><div>Modify</div><div>Remove</div></div>	
	<p>Question A firm or supply chain that is focused on low cost will make fundamentally different choices from those made by a company or supply chain that is focused on flexibility.</p> <p>Answer</p> <div><div>✓ True</div><div>False</div></div>		<div><div>◀</div><div>Add Question Here</div></div>	
Question 30	True/False	0 points	<div><div>Modify</div><div>Remove</div></div>	
	<p>Question Strategic operations management focuses on how individual company operations, be it manufacturing, services, logistics, or purchasing, contribute to a company's success or failure.</p> <p>Answer</p> <div><div>✓ True</div><div>False</div></div>		<div><div>◀</div><div>Add Question Here</div></div>	
Question 31	Multiple Choice	0 points	<div><div>Modify</div><div>Remove</div></div>	
	<p>Question Which of the following terms does not describe one of the four broad categories of competitive priorities that a company can pursue?</p> <p>Answer</p> <div><div>Cost</div><div>Quality</div><div>✓ Marketing</div><div>Time/delivery</div><div>Flexibility</div></div>		<div><div>◀</div><div>Add Question Here</div></div>	
Question 32	Multiple Choice	0 points	<div><div>Modify</div><div>Remove</div></div>	
	<p>Question Which competitive priority does the range and variety of products refer to?</p> <p>Answer</p> <div><div>Cost</div><div>Quality</div><div>Time</div><div>✓ Flexibility</div><div>Speed</div></div>		<div><div>◀</div><div>Add Question Here</div></div>	
Question 33	Multiple Choice	0 points	<div><div>Modify</div><div>Remove</div></div>	
	<p>Question The relative rankings of what the company would like to achieve is</p> <p>Answer</p> <div><div>✓ Competitive priorities</div><div>Competitive capabilities</div></div>			

			Operational costs
			Quality rankings
			Operations strategy
			Add Question Here
Question 34	Multiple Choice	0 points	Modify Remove
Question A low-cost operations strategy can be achieved by all of the following except			
Answer			
Investing in new faster equipment			
Reducing scrap			
✔ Finding new finance options			
Eliminating waste			
Eliminating unused capacity			
			Add Question Here
Question 35	Multiple Choice	0 points	Modify Remove
Question Quality can be characterized by			
Answer ✔			
Offering a product or service that is superior to the alternatives			
Providing a product or service that is less expensive than similar products			
Delivering a product when promised			
Delivering a product or service faster than a competitor			
The ability to adjust production to meet demand			
			Add Question Here
Question 36	Multiple Choice	0 points	Modify Remove
Question Which of the following terms means offering something that customers will pay a premium for, or something that outshines the competition?			
Answer			
Flexibility			
✔ Superior quality			
Exceptional reliability			
Consistent quality			
Low-cost supplier			
			Add Question Here
Question 37	Multiple Choice	0 points	Modify Remove
Question Filling a customer's order quickly is an example of			
Answer ✔			
Delivery speed			
Development speed			
Flexibility			
Postponement			
Immediate customization			
			Add Question Here
Question 38	Multiple Choice	0 points	Modify Remove
Question On-time delivery describes a company's ability to			
Answer			
Decrease the time between major product changes			
✔ Deliver a product when promised			
Make a product that exactly fits customer needs			
Handle a wide range of products without undue costs			
Set short-term objectives			
			Add Question Here
Question 39	Multiple Choice	0 points	Modify Remove
Question Which of the following is not generally a competitive priority a company can employ?			
Answer			
Low-cost operations			
Supplier quality			
Speed and reliability of delivery			
Product development speed			
✔ Customer development practices			
			Add Question Here
Question 40	Multiple Choice	0 points	Modify Remove
Question Which competitive priority is particularly important in a dynamic industry, such as electronics, computers, or fashion?			
Answer			
Low-cost operations			
Supplier quality			
Speed and reliability of delivery			
✔ Product development speed			
Customer development practices			
			Add Question Here
Question 41	Multiple Choice	0 points	Modify Remove
Question The ability to produce a product in high volume at roughly the same cost as standard products but customized to individual customer tastes is			
Answer			
Flexibility			
Volume flexibility			
Variety			

- Postponement
- ✔ Mass customization

◀ [Add Question Here](#)

Question 42 ▾

Multiple Choice 0 points

[Modify](#) [Remove](#)

Question The ability to handle a wide range or assortment of products without undue costs is

- Answer**
- Flexibility
 - Volume flexibility
 - ✔ Variety
 - Postponement
 - Mass customization

◀ [Add Question Here](#)

Question 43 ▾

Multiple Choice 0 points

[Modify](#) [Remove](#)

Question When a retailer offers T-shirts in small, medium, large, and x-large, and in 25 colors, the competitive strategy they are using is

- Answer**
- Flexibility
 - Volume flexibility
 - ✔ Variety
 - Postponement
 - Mass customization

◀ [Add Question Here](#)

Question 44 ▾

Multiple Choice 0 points

[Modify](#) [Remove](#)

Question Which of the following defines why a company exists, outlines a company's core values, and positions the company within its market?

- Answer**
- ✔ Mission statement
 - Functional strategy
 - Business strategy
 - Operations best practices
 - Competitive priorities

◀ [Add Question Here](#)

Question 45 ▾

Multiple Choice 0 points

[Modify](#) [Remove](#)

Question When more specific details are provided by breaking high-level business strategies, we are referring to

- Answer**
- Mission statement
 - ✔ Functional strategy
 - Business strategy
 - Operations best practices
 - Competitive priorities

◀ [Add Question Here](#)

Question 46 ▾

Multiple Choice 0 points

[Modify](#) [Remove](#)

Question Price, product, place, and promotion are elements of

- Answer**
- A business strategy
 - ✔ A marketing strategy
 - An operations strategy
 - A financial strategy
 - An aggressive strategy

◀ [Add Question Here](#)

Question 47 ▾

Multiple Choice 0 points

[Modify](#) [Remove](#)

Question Long-term, high-capital-investment decisions are described as ____ decisions.

- Answer**
- Operational
 - Infrastructural
 - Technological
 - ✔ Structural
 - Supply chain

◀ [Add Question Here](#)

Question 48 ▾

Multiple Choice 0 points

[Modify](#) [Remove](#)

Question Which of the following is not a structural decision question?

- Answer**
- How much capacity is needed?
 - ✔ In what order should particular products be scheduled?
 - What kind of technology should be used?
 - Where should facilities be located?
 - How many suppliers should be used?

◀ [Add Question Here](#)

Question 49 ▾

Multiple Choice 0 points

[Modify](#) [Remove](#)

Question Which of the following is an infrastructural decision question?

- Answer** ✔
- What worker skills are required?
 - How much should capacity be increased?
 - How much capacity is required?
 - What facility layout should be employed?
 - What suppliers should be integrated into the supply chain?

 [Add Question Here](#)

Question 50

Multiple Choice

0 points

[Modify](#)

[Remove](#)

- Question** Which of the following is/are fundamental differences between services and manufacturing?
- Answer**
- The nature of output.
 - The degree of customer contact.
 - Simultaneous production and consumption.
 - ☒ All of these options are fundamental differences.
 - None of these options are fundamental differences.

 [Add Question Here](#)

Question 51

Multiple Choice

0 points

[Modify](#)

[Remove](#)

- Question** A change in which of the following items is generally not considered in the transformation process?
- Answer**
- A change in physical properties
 - A change in shape
 - A change in fixed dimensions
 - A change in surface finish
 - ☒ A change in materials

 [Add Question Here](#)

Question 52

Multiple Choice

0 points

[Modify](#)

[Remove](#)

- Question** Logistics includes which of the following processes?
- Answer**
- ☒ Managing flow of goods
 - Identifying material needs
 - Locating suppliers
 - Negotiating contracts
 - Tracing supplier performance

 [Add Question Here](#)

Question 53

Multiple Choice

0 points

[Modify](#)

[Remove](#)

- Question** Which of the following business enterprises would not be classified as a service?
- Answer**
- Consulting
 - Software development
 - Medical care
 - ☒ Producing MP3 players
 - Education

 [Add Question Here](#)

Question 54

Multiple Choice

0 points

[Modify](#)

[Remove](#)

- Question** Of the following phrases, which is one of the most distinctive features of a service?
- Answer**
- ☒ Customer involvement in the production process
 - The lack of variability in the process
 - Site selection
 - The inability to customize the service bundle
 - The ability to easily standardize

 [Add Question Here](#)

Question 55

Multiple Choice

0 points

[Modify](#)

[Remove](#)

- Question** Which of the following statements does not apply to a service?
- Answer**
- A service is produced and consumed at the same time.
 - A service is almost impossible to inventory.
 - Many services lack transportability.
 - ☒ Services are easily standardized.
 - Production capacity in many services is perishable.

 [Add Question Here](#)

Question 56

Multiple Choice

0 points

[Modify](#)

[Remove](#)

- Question** Which of the following is an accurate statement about providing a service?
- Answer**
- Services in general are less labor intensive than manufacturing.
 - ☒ It is relatively difficult to measure productivity in services.
 - Services produce a tangible output.
 - Manufacturing has more customer contact than services.
 - Services are easily inventoried.

 [Add Question Here](#)

Question 57

Multiple Choice

0 points

[Modify](#)

[Remove](#)

- Question** Which of the following processes does sourcing or purchasing include?
- Answer**
- Managing the flow of goods
 - Managing the storage of goods
 - ☒ Locating suppliers
 - Converting goods from raw materials to a form demanded by the customer
 - Inventory management

 [Add Question Here](#)

Question 58

Multiple Choice

0 points

[Modify](#)

[Remove](#)

Question Organizations are linked in a supply chain by the exchange or flow of all of the following except

- Answer**
- Physical goods.
 - Information.
 - Brand identity.
 - Monetary exchange.
 - All of these options are exchanged in supply chains.

 [Add Question Here](#)

Question 59

Multiple Choice **0 points**

[Modify](#) [Remove](#)

Question A supply chain is a network of organizations that work together to convert and move goods from

- Answer**
- Coast to coast
 - The raw materials stage to the end customer
 - Supplier to supplier
 - Producer to the distributor
 - One country to another

 [Add Question Here](#)

Question 60

Multiple Choice **0 points**

[Modify](#) [Remove](#)

Question Which item in the following list does not present a challenge in managing a supply chain?

- Answer**
- Conflicting objectives
 - Mismatched communication systems
 - Differences in organizational culture
 - Lack of trust between partners
 - Common strategies

 [Add Question Here](#)

Question 61

Multiple Choice **0 points**

[Modify](#) [Remove](#)

Question Which of the following is not an advantage of radio frequency identification (RFID)?

- Answer**
- Eliminates inspection.
 - Product can be scanned indirectly.
 - Multiple items can be scanned.
 - More information can be transmitted than by a bar code.
 - Capability to read and write to a tag.

 [Add Question Here](#)

Question 62

Multiple Choice **0 points**

[Modify](#) [Remove](#)

Question Which of the following is not a tactical issue in operations management?

- Answer**
- Process design
 - Supply chain management
 - Inventory management
 - Capacity planning
 - Continuous improvement

 [Add Question Here](#)

Question 63

Multiple Choice **0 points**

[Modify](#) [Remove](#)

Question Which of the following is a strategic issue in operations management?

- Answer**
- Supply chain strategy
 - Demand forecasting
 - Simulation modeling
 - Lean practices
 - Project management

 [Add Question Here](#)

Question 64

Multiple Choice **0 points**

[Modify](#) [Remove](#)

Question Core principles of operations include all the following except

- Answer**
- Process design and analysis
 - Inventory management
 - Project management
 - Marketing management
 - Quality improvement tools

 [Add Question Here](#)

Question 65

Multiple Choice **0 points**

[Modify](#) [Remove](#)

Question Supply chain activities include all the following except

- Answer**
- Purchasing of raw materials
 - Distribution of parts
 - Administration of customer relationships
 - Process selection
 - Distribution of finished goods

 [Add Question Here](#)

Question 66

Essay **0 points**

[Modify](#) [Remove](#)

Question Identify four major groups of competitive priorities in which a company can gain a competitive advantage by outperforming its competitors. Provide an example of a company with the competitive priority.

Answer Cost: Wal-Mart, Taco Bell, SWA. Quality: Rolex, BMW, Singapore Airlines. Time/delivery: FedEx. Flexibility: Dell, Land's End,

Wedding Planner.

 [Add Question Here](#)

Question 67



Essay

0 points

[Modify](#)

[Remove](#)

Question Discuss two key aspects of quality involved in offering a superior product or service to a customer.

Answer Consistent quality involves meeting the product specifications and the promises made to customers with a high degree of reliability. Providing superior quality involves offering something that customers will pay a premium for.

 [Add Question Here](#)

Question 68



Essay

0 points

[Modify](#)

[Remove](#)

Question Provide a mission statement for a low-cost airline.

Answer The answer will vary. The mission statement of Southwest Airlines is as follows: The mission of Southwest Airlines is dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.

 [Add Question Here](#)

Question 69



Essay

0 points

[Modify](#)

[Remove](#)

Question Describe mass customization, and discuss a critical element when pursuing a customization strategy.

Answer New technologies such as the Internet and computer-aided technology are increasingly allowing mass customization, the process in which products are produced in high volume at roughly the same cost as standard products but are customized to individual customer tastes. A critical element when pursuing a customization strategy is involving the customer at appropriate points in the design and production process.

 [Add Question Here](#)

Question 70



Essay

0 points

[Modify](#)

[Remove](#)

Question Discuss the natural tension that can occur between functions such as operations, marketing, and finance.

Answer Each has its unique objectives, which may be somewhat at odds with the objectives of the other functions. The most successful companies manage to balance this tension to achieve the best overall results for the company as a whole. Although operations would prefer a standardized product, marketing would prefer customized products.

 [Add Question Here](#)

Question 71



Essay

0 points

[Modify](#)

[Remove](#)

Question Provide three questions concerning a structural decision related to facilities.

Answer How many facilities are required? Where should facilities be located? What facility layout should be used? Should facilities be local or global?

 [Add Question Here](#)

Question 72



Essay

0 points

[Modify](#)

[Remove](#)

Question Discuss three differences between services and manufacturing.

Answer It is important to distinguish between services and manufacturing because they have three fundamental differences:

1. The nature of their output—tangible versus intangible
2. The degree of customer contact and coproduction
3. Simultaneous production and consumption

 [Add Question Here](#)

Question 73



Essay

0 points

[Modify](#)

[Remove](#)

Question What is a service bundle? Give an example.

Answer A service bundle consists of all the value-added physical and intangible items that an organization provides to the customer. A restaurant produces the food and provides the service of the food in the service bundle.

 [Add Question Here](#)

Question 74



Essay

0 points

[Modify](#)

[Remove](#)

Question Provide examples of the transformation process that occurs while transforming inputs to outputs.

Answer Physical properties: heat-treat metal; shape: form metal in a press; fixed dimensions: cut metal with a lathe; surface finish: shot peen the metal finish; joining parts and materials: weld two pieces of metal. Examples will vary.

 [Add Question Here](#)

Question 75



Essay

0 points

[Modify](#)

[Remove](#)

Question Describe a simplified supply chain for personal computers.

Answer Companies such as Intel, AMD, and Microsoft make components or parts (including software) that are assembled by various companies such as HP, Sony, Apple, and Dell. The end product is shipped to various stores around the world, including Best Buy, Circuit City, Tesco, Globus, and Wal-Mart. The end customer thus has a choice of numerous similar products from similar retailers provided through different supply chains. Put another way, supply chains are multiple-company linkages of the operations of individual companies.

 [Add Question Here](#)