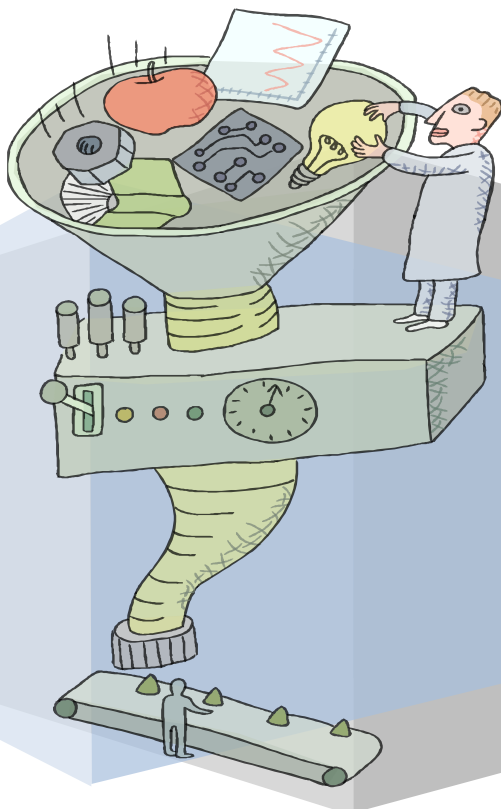


Management of Marketing and Operations

2.2 – Operations



**Question
Bank**

WHAT IS OPERATIONS ALL ABOUT?

- | | | |
|---|--|---|
| 1 | Describe what the ROLE of OPERATIONS staff is in a business. | 2 |
| 2 | Outline the 3 main stages in the PRODUCTION PROCESS. | 3 |
| 3 | Describe 3 ACTIVITIES that are commonly carried out by OPERATIONS staff. | 3 |
| 4 | Explain how EFFECTIVE work by OPERATIONS staff can BENEFIT a business. | 4 |
| 5 | Explain why a business can FAIL due to POOR work by OPERATIONS staff. | 3 |

STOCK MANAGEMENT

- | | | |
|----|--|---|
| 6 | Explain what the purpose of STOCK MANAGEMENT is in a business. | 1 |
| 7 | Describe what STOCK is. | 1 |
| 8 | Outline what the 3 main types of stock are and suggest a reason why businesses need them. | 6 |
| 9 | Describe what the term STOCK LEVEL means. | 1 |
| 10 | Describe what UNDERSTOCKING is and explain 3 reasons why this can be a problem for a business. | 3 |
| 11 | Describe what OVERSTOCKING is and explain 3 reasons why this can be a problem for a business. | 3 |
| 12 | Explain what the "CORRECT" stock level for a business will be. | 2 |
| 13 | Describe 2 factors which will influence decisions about the correct level of stock to hold. | 2 |
| 14 | Explain what LEAD TIME is. | 1 |
| 15 | Explain what the purpose of a STOCK CONTROL system is. | 2 |
| 16 | Outline the main steps involved in a stock control system. | 4 |
| 17 | Explain why COMPUTERISED stock control systems have become popular. | 3 |
| 18 | Suggest a possible problem from using computerised stock control systems. | 1 |

CHOOSING A SUPPLIER

- 19 Explain how each of the following factors affects the choice of supplier for a business. 5
- a PRICE
 - b QUALITY
 - c CONTINUITY
 - d RELIABILITY
 - e LOCATION

ORGANISING THE FACTORS OF PRODUCTION

- 20 Explain what a FACTOR OF PRODUCTION is. 1
- 21 Describe the 4 factor of productions available to businesses. 4
- 22 Identify the payment required for each of the 4 factor of productions. 4

METHODS OF PRODUCTION

- 23 Explain what the term PRODUCTION METHOD means 1
- 24 Describe (with examples) what JOB PRODUCTION is. 2
- 25 Describe 2 ADVANTAGES and 2 DISADVANTAGES of Job Production. 4
- 26 Describe (with examples) what BATCH PRODUCTION is. 2
- 27 Describe 2 ADVANTAGES and 2 DISADVANTAGES of Batch Production. 4
- 28 Describe (with examples) what FLOW PRODUCTION is. 2
- 29 Describe 2 ADVANTAGES and 2 DISADVANTAGES of Flow Production. 4
- 30 Outline at least 3 factors which will influence the Production Method used in a business. 3
- 31 Suggest (with reasons) which production method should be used to make the following products. 6
- a Designer diamond engagement ring
 - b Daily newspaper
 - c Pizzas
 - d New bridge over the Clyde river
 - e Bread
 - f Soap

PRODUCT QUALITY

- 32 Explain what PRODUCT QUALITY is concerned with and why it is important. 3
- 33 Suggest which law would be relevant to each of the following quality situations.
- a Making sure that products are not advertised falsely.
 - b Making sure that the correct amount of a product is sold.
 - c Making sure that food is fit for people to eat
 - d Making sure that goods sold are not damaged. 4
- 34 Explain how HIGH QUALITY in the STOCK and FACTORS OF PRODUCTION used benefit a business. 2
- 35 Describe how a QUALITY CONTROL SYSTEM can improve product quality. 1
- 36 Describe how a QUALITY ASSURANCE SYSTEM can improve product quality. 1
- 37 Explain the different between QUALITY CONTROL and QUALITY ASSURANCE. 1
- 38 Compare the advantages and disadvantages of QUALITY CONTROL and QUALITY ASSURANCE systems. 4

ETHICAL AND ENVIRONMENTAL OPERATIONS

- 39 Explain what ETHICAL AND ENVIRONMENTAL OPERATIONS is and why important to many modern businesses. 3
- 40 Explain how the TREATMENT OF STAFF is important to ethical and environmental operations. 3
- 41 Describe actions that a business can take to make their RAW MATERIALS ethically and environmentally friendly. 4
- 42 Describe actions that a business can take to make their PRODUCTION PROCESSES ethically and environmentally friendly. 4

CUSTOMER SERVICE

- 43 Explain what CUSTOMER SERVICE is and why important to many modern businesses. 3
- 44 Describe what each of the following customer service activities is.
- a SERVICE STANDARDS
 - b LOYALTY SCHEMES
 - c COMPLAINTS PROCEDURE
 - d PRODUCT SUPPORT 4

DISTRIBUTION

- 45 Describe what a METHOD OF DISTRIBUTION is. 1
- 46 Describe what each of the following METHODS OF DISTRIBUTION is.
- a ROAD
 - b RAIL
 - c AIR
 - d WATER
 - e PIPELINE 5
- 47 Explain why IT pipeline methods of distribution are becoming more important. 2
- 48 Describe at least 2 factors that influence the method of distribution used. 2

FACTORS AFFECTING OPERATIONS

- 49 Identify an INTERNAL FACTOR that can assist in the success of operational activities. 1
- 50 Explain how the INTERNAL FACTOR identified in Q47 helps operational activities. 1
- 51 Identify an INTERNAL FACTOR that can cause problems for operational activities. 1
- 52 Explain how the INTERNAL FACTOR identified in Q50 hinders operational activities. 1
- 53 Explain how an example of how each of the following EXTERNAL FACTORS affects operational activities (positively or negatively).
- a POLITICAL FACTORS
 - b ECONOMIC FACTORS
 - c SOCIAL FACTORS
 - d ENVIRONMENTAL FACTORS
 - e COMPETITIVE FACTORS 5
- 54 Explain how TECHNOLOGICAL FACTORS have affected the management of operations in modern businesses. 3

OPERATIONS – SUMMARY TASK

Choose a business that you know about or can find out about. Prepare an operations profile for them that highlights the following information.

- TYPES OF STOCK HELD
- REASONS FOR STOCK LEVEL HELD
- FACTORS OF PRODUCTION USED
- REASONS FOR FACTORS OF PRODUCTION USED
- ETHICAL AND ENVIRONMENTAL OPERATIONS USED
- CUSTOMER SERVICE OFFERED
- DISTRIBUTION METHODS USED

