



## **GARISSA UNIVERSITY**

**UNIVERSITY EXAMINATION 2017/2018 ACADEMIC YEAR FOUR  
FIRST SEMESTER EXAMINATION**

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BACHELOR OF BUSINESS MANAGEMENT**

**COURSE CODE: BBM 447**

**COURSE TITLE: PRODUCTION AND OPERATIONS MANAGEMENT**

**EXAMINATION DURATION: 3 HOURS**

**DATE: 05/12/17**

**TIME: 2.00-5.00 PM**

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### **INSTRUCTION TO CANDIDATES**

- **The examination has SIX (6) questions**
- **Question ONE (1) is COMPULSORY**
- **Choose any other THREE (3) questions from the remaining FIVE (5) questions**
- **Use sketch diagrams to illustrate your answer whenever necessary**
- **Do not carry mobile phones or any other written materials in examination room**
- **Do not write on this paper**

**This paper consists of TWO (2) printed pages**

*please turn over*



**QUESTION ONE (COMPULSORY)**

- (a) Outline what we mean by production and operations management. **[2 marks]**
- (b) Expound on the distinction between goods and services. **[3 marks]**
- (c) Assume that you have been appointed as an operations manager in an organization that deals with a variety of goods and services. Going through the records, you realize that there has been a lot to do with customer complaints, which has led to a tremendous drop in profitability and reputational damage. Among the records, you cannot trace any to do with staff training. Outline the steps you will take to bring the organization back on its feet. **[15 marks]**
- (d) What is value addition? State various ways in which we can achieve the same. **[5 marks]**

**QUESTION TWO**

Expound on the following functional areas of an organization:

- (a) operations **[5 marks]**
- (b) Marketing **[5 marks]**
- (c) Finance **[5 marks]**

**QUESTION THREE**

- (a) Briefly discuss five differences between manufacture of goods and production of services **[7 marks]**
- (b) Explain four factors of production **[8 marks]**

**QUESTION FOUR**

Briefly discuss the following:

- (a) The cost customer value **[5 marks]**
- (b) The actual product **[5 marks]**
- (c) The augmented product **[5 marks]**

**QUESTION FIVE**

- (a) As a production manager, why should design be something to bother you as you release products to the market? **[3 marks]**
- (b) Briefly discuss four aspects of design **[12 marks]**

**QUESTION SIX**

- (a) In your own words, describe a business proposal **[3 marks]**
- (b) Assume that you have been seconded by a multinational company to head its operations in a country where they have never been before. Come up with a comprehensive plan detailing how you will handle the task. **[12 marks]**

