**GARISSA UNIVERSITY**

UNIVERSITY EXAMINATION **2020/2021**ACADEMIC YEAR **FOUR**

**SECOND** SEMESTER EXAMINATION

**SCHOOL OF BUSINESS AND ECONOMICS**

**FOR THE DEGREE OF BUSINESS MANAGEMENT**

**BBM: 440**

**COURSE TITLE: PRODUCTION AND OPERATIONS MANAGEMENT**

**EXAMINATION DURATION: 2 HOURS**

**INSTRUCTIONS TO CANDIDATES**

* The examination has **FIVE (5**) questions
* Question **ONE (1)** is **COMPULSORY**
* Choose any other **TWO (2)** questions from the remaining **FOUR (4) QUESTIONS**
* Do not carry mobile phones or any other written materials in examination room
* Do not write on this paper

**Question one (compulsory)**

Read the case below and answer the questions that follow (ZML)

**ZURI MANUFACTURERES LIMITED (ZML)**

Zuri Manufacturing Limited (ZML) is a large company established in Kenya a decade ago by a group of international investors. The firm’s headquarters is situated in Nairobi with branches spread across the major cities in the country. It is arguably the largest producer, distributor and retailer of consumer goods in the country with an employee complement of approximately 1,200. The company is a market leader in the industry it operates in terms of production and operations activities. According to the Chief Executive Officer (CEO) Mr Mustafi, this is attributed to the significant investment that the company commits to effective production system and quality management.

1. Discuss possible factors that may have led to ZML being a market leader in its production and operations activities. (10marks)
2. Describe factors that ZML may have considered when locating it’s headquartering in Nairobi. (10marks)
3. Explain the benefits that may accrue to ZML by enhancing to quality management.

(10 marks)

**QUESTION TWO**

1. Explain five functions of operations management in an organization**.** (8marks)
2. Describe the steps that should be followed in the process of developing a new product for a firm. (12 marks)

**QUESTION THREE**

1. Continuous or Process production is one of the methods that a manufacturing firm may adopt in its production operations. Describe the features of this production method. (10marks)
2. Highlight **five** factors that production manager should consider when designing plant layout. (10marks)

**QUESTION FOUR**

1. A certain company intends to implement the Just-In-Time (JIT) system in its manufacturing operations. Explain **five** benefits that the company may derive from this move. (10marks)
2. Discuss **five** primary reasons for holding stock in an organisation. (10marks)

**QUESTION FIVE**

1. A firm intends to acquire a new plant to be used in its production operations. Explain **five** factors that the firm should consider when selecting the plant to acquire. (10 marks)
2. Discuss **five** internal factors that affect scheduling process in production and operations management. (10 Marks)