

Index No:

EASTERN UNIVERSITY SRI LANKA
FACULTY OF COMMERCE AND MANAGEMENT
FINAL YEAR SECOND SEMESTER IN BBA – 2017/18 (June/July - 2020)
MGT 4043 Operations and Quality Management

Q5

Multiple Choice Questions

Note: Question No 5 should be answered in the question paper itself and handed over along with the answer book. Each question carries one mark.

Answer all Questions

1. A quality criterion which can be measured is called a _____?
 - a. Quality variable
 - b. Quality component
 - c. Quality attribute
 - d. Quality characteristic

2. A quality criterion which can be assessed and either accepted or rejected is called a _____?
 - a. Quality variable
 - b. Quality component
 - c. Quality attribute
 - d. Quality characteristic

3. In the quality gap model which gap is explained by the gap between the standards set by management for their product or service compared to their understanding of the customers' needs?
 - a. Positioning
 - b. Specification
 - c. Delivery
 - d. Perception

4. In the quality gap model which gap is explained by the gap between the standard of product or service made and supplied to the customer and that expected by them?
 - a. Positioning
 - b. Specification
 - c. Delivery
 - d. Perception

5. The 4 costs of quality are external failure costs, internal failure costs, assurance costs and _____ costs.
 - a. Inspection
 - b. Prevention
 - c. Performance
 - d. Insurance
6. _____ analysis relates to what processes, activities, and decisions actually create costs in your supply chain.
 - a. Cost driver
 - b. Value proposition
 - c. Cost reduction
 - d. Target costing
7. A supply chain is made up of a series of processes that involve an input, a _____, and an output.
 - a. shipment
 - b. supplier
 - c. customer
 - d. transformation
8. _____ is a tool to chart how individual processes are currently being conducted and to help lay out new improved processes.
 - a. Process mapping
 - b. Pareto charting
 - c. Supply chain design
 - d. Design chain mapping
9. "3PL" involves using a supplier to provide _____ services.
 - a. marketing
 - b. design
 - c. logistics
 - d. contract manufacturing

10. Which of the following is NOT a reason that companies are depending more on their suppliers?
- More focus on core competencies
 - Need for more flexibilities
 - Desire to share risks
 - More control over their suppliers
11. Which of the following is NOT a factor impacting the supply chain?
- Reduced number of suppliers
 - Increased competition
 - Longer product life cycles
 - Increased opportunities to strategically use technology
12. Just-in-time/SCM purchasing requires the following condition:
- Many suppliers
 - Short-term contracts
 - Cooperation between purchasing and suppliers
 - Continuous competitive bidding
13. Which of the following is NOT a benefit of SCM/JIT Purchasing?
- Consistent quality
 - Savings on resources
 - Lower costs
 - Less dependence on suppliers
14. Which of the following business processes would be introduced as a global approach to integration within an international organization?
- Web based development
 - Customer services
 - Human resource recruitment
 - Quality management
15. Which of the following business processes would not be introduced as a multinational approach to integration within an international organization?
- Web based development
 - Customer services
 - Human resource recruitment
 - Local procurement

16. Which management approach is most likely where the home country dominates procedures and practices?
- Geocentric
 - Polycentric
 - Multinational
 - Ethnocentric
17. Which management approach is most likely where local expertise from the host country is used to create procedures and practices for the running of the organization locally?
- Geocentric
 - Polycentric
 - Multinational
 - Ethnocentric
18. Moving some of an organization's operations from a high-cost economy to a low-cost economy is called ?
- Globalizing
 - Outsourcing
 - Offshoring
 - Franchising
19. Expanding internationally by allowing local firms to manage and run your operations using your brand is known as _____?
- Globalizing
 - Outsourcing
 - Offshoring
 - Franchising
20. Which of the following is not one of the many problems regularly associated with globalization?
- Production is shifted to countries with cheap labour
 - Imposition of Western values in poorer countries
 - Creation of service economies such as call centres
 - Creation of powerful global brands