

UNIVERSITY OF BOLTON

RAK ACADEMIC CENTRE

BUSINESS MANAGEMENT

SEMESTER ONE EXAMINATIONS 2018/2019

OPERATIONS MANAGEMENT

MODULE NO: BAM5003

Date: Wednesday 9th January 2019

Time: 10.00am – 12.00pm

INSTRUCTIONS TO CANDIDATES:

Answer ALL questions.

The marks for each question are indicated beside that question.

1. This is a CLOSED book examination
 2. There are 4 questions on this paper. Section 1 is compulsory
 3. Section 2 requires that you answer two questions only
 4. Candidates are advised that the examiners attach importance to legibility of writing and clarity of expression
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University of Bolton
RAK Academic Centre
Business Management
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Section 1

This question is **compulsory**

1. Operations Management is “The *business function* responsible for planning, coordinating, and controlling the resources needed to produce a company’s products and services”. With the help of an organization example, Bring out the pivotal role of Operations Management and its contribution to the overall business success.
(40 marks)

Section 2

Answer any two of the following:

2. Discuss the advantages and disadvantages of Forward Integration and the Backward Integration strategy in Operations Management. Give suitable examples for each.
(30 marks)
3. Discuss the corporate social responsibility and sustainability issues. Who are the stakeholders here and how the organization can address each one’s interests? Use examples to support your reasoning.
(30 marks)
4. With suitable instances, critically discuss why Quality and Improvement are important in Operations Management.
(30 marks)

END OF THE QUESTIONS