

**UNIVERSITY OF BOLTON**  
**RAK ACADEMIC CENTRE**  
**BUSINESS MANAGEMENT**  
**SEMESTER ONE EXAMINATIONS 2019/2020**  
**OPERATIONS MANAGEMENT**  
**MODULE NO: BAM5003**

Date: Saturday 11<sup>th</sup> January 2020

Time – 1.30pm – 3.30pm

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**Instructions to Candidates:**

This is a CLOSED book examination.

There are **FOUR** questions on this paper.

Section 1 is compulsory

Section 2 requires you to answer **TWO** questions only.

Candidates are advised that the examiners attach importance to legibility of writing and clarity of expression

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University of Bolton  
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Business Management  
Semester One Examination 2019/2020  
Operations Management  
Module No. BAM5003

### Section 1

**This question is COMPULSORY**

1. Critically assess the role and significance of Operations Management function within the context of operations strategy.

**(40 marks)**

### Section 2

**Answer any two of the following:**

2. Discuss each stage of Hayes & Wheelwright's 'Four Stages Model', specifically in terms of each stage's impact operations strategy.

**(30 marks)**

3. Processing Technologies may be 'Direct', 'Indirect' or 'Integrating'. Discuss each of these types with the appropriate examples.

**(30 marks)**

4. Critically analyse '4 Vs' of operations characteristics with high and low typology. Support your answer with comparative examples of real-life organisations.

**(30 marks)**

**End of Question Paper**