

202223 BACHELOR IN BUSINESS ADMINISTRATION OPERATIONS MANAGEMENT. CONTINUOUS EVALUATION EXERCISE - LESSON 1

Name: _____ Date: _____

Group: OR LECTURER: Emilio Camarena

Please mark the option you believe to be correct – there is only one correct answer per question. Each correct answer will be credited with 0.7 points, and each wrong answer will result in a deduction of 0.35. The exercise is worth 3 points. The total rating of the exam is 10 points.

1. Among the critical decisions of operations are (indicate **the incorrect** option):
 - a) The design of production processes and advanced pricing techniques.
 - b) Decisions about buying or manufacturing a product, and what to do tomorrow in a section of the company.
 - c) Design of the capacity of the factory and how much inventory to hold.
2. The 'Self Service' firm has experienced an increase in demand for its products and is now trying to adapt to this increase. This firm is seeking:
 - a) To increase the quality of its services.
 - b) Greater volume flexibility.
 - c) To cut costs in its services.
3. Productivity is increased when:
 - a) Outputs are reduced, while the same productive factors are used.
 - b) Productive factors are increased in the same proportion as outputs.
 - c) Productive factors decrease, while outputs remain constant.
4. A bookbinding and photocopying company aims, besides being faster than its competitors, to meet the deadlines set and promised to its customers and thus reduce variability in delivery times. We can say it tries to achieve a competitive advantage based on (mark the correct option):
 - a) The speed of deliveries.
 - b) The reliability of deliveries.
 - c) The reduction in time to market.
5. A company that is trying to enhance the attributes of a service to better fulfil customer needs is trying to:
 - a) Enhance flexibility.
 - b) Increase productivity.
 - c) Increase quality.
6. Among the components of a response strategy, we can find:
 - a) Flexibility means adapting to market changes in quantities.
 - b) Reliability means reacting quickly to obtain competitive advantages.
 - c) Speed means sticking to the promised terms of delivery.
7. L'Hammburguesa has shifted part of food preparation to its suppliers – who now supply processed or semi-processed food (such as pre-cooked minced meat, fried tortillas, and pre-cut onions). This decision by the operations managers made it possible to reduce the equivalent of 15 hours a day in the labour requirements of each restaurant. This time saving causes:
 - a) An increase in manpower productivity.
 - b) A product redesign.
 - c) A redesign of work posts.
8. New trends in the operations area include:
 - a) Rapid product development and risk management in companies.
 - b) Social responsibility and advanced pricing techniques.
 - c) Sustainability and environmentally responsible production.
9. Point out the correct statement that corresponds to a competitive strategy based on costs and company operations:
 - a) It is based on a company's ability to adapt to market changes in product design and costs.

- b) It requires achieving lower production or distribution costs than the competition for similar or comparable products.
- c) You can obtain competitive advantages derived from the functionalities of a product or a service, related to the cost of its main components.

10. Productivity is:

- a) Synonymous with production.
- b) The same as effectiveness.
- c) The same as efficiency.

Exercise:

An industrial company is worried about competitors and seeks to be more productive. It has decided to change the technology and cut operating costs by €17,649 (which means a 10% less than last year), as well as contracting a new worker for 400 hours per year at an additional cost of €24,165 (thus increasing labour costs by 25% more than last year). Productivity last year was 4, and this year it must be increased by 20%. If the unit price of its product is 12 euros:

How many more units must be made this year?