



Professional Qualification in BUSINESS MANAGEMENT

Level 4 Diploma

UNIT 3 - OPERATIONS MANAGEMENT

Question 1

- (a) **Explain** the importance of the Sales and Marketing function in organisations. (8 marks)
- (b) **Discuss** the contribution that the Human Resources function can make to an effective organisation. (12 marks)

Question 2

Discuss, with the use of examples, the advantages and disadvantages of the division of labour in organisations. (20 marks)

Question 3

- (a) **Explain** the similarities and differences between operations and operations management. (8 marks)
- (b) **Discuss** the relationship between contingency theory and operations management. (12 marks)

Question 4

- (a) **Describe** the principles of supply chain management. (8 marks)
- (b) **Discuss** the impact of the supply chain on operations. (12 marks)

Question 5

- (a) **Describe** the use made of benchmarks by a local organisation that you are familiar with in the effective management of its operations. (8 marks)
- (b) **Discuss** the relationship between value chain analysis and strategic operations. (12 marks)