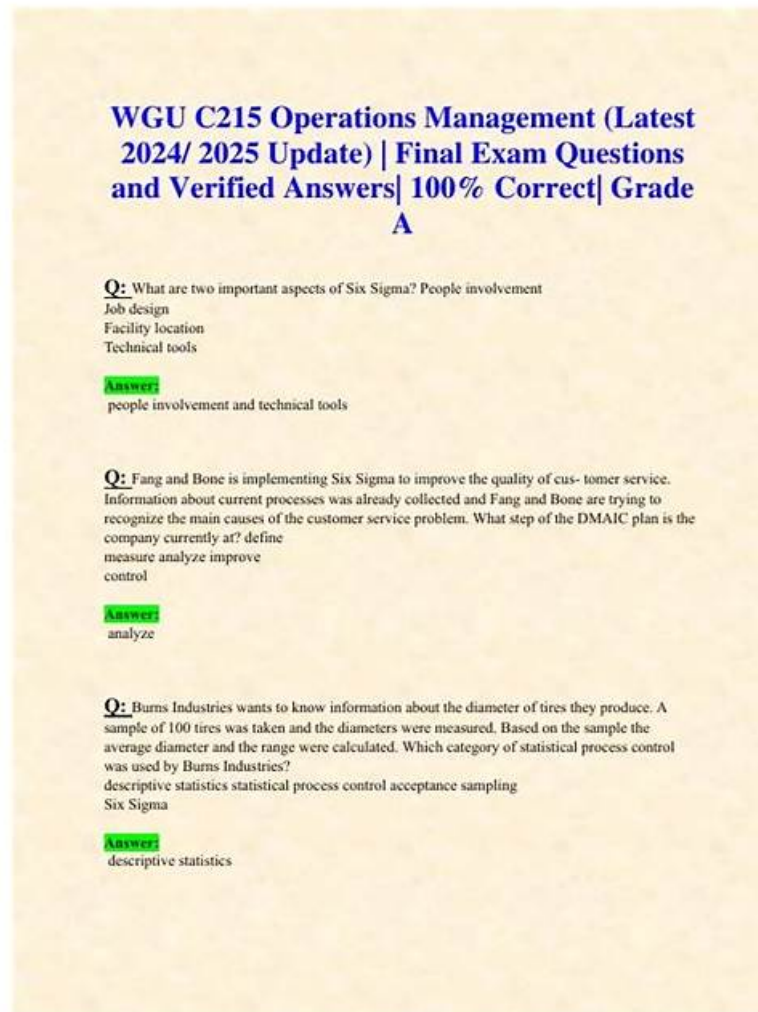


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WGU Operations Management (C215, VDC2) Sample Questions (Q14-Q19):

NEW QUESTION # 14

Which definition used for quality evaluates how well a product performs its intended function?

- A. Value for price paid
- B. Psychological criteria
- C. Support services
- **D. Fitness for use**

Answer: D

Explanation:

The concept of quality as "fitness for use" evaluates how well a product or service performs its intended function from the customer's perspective. This definition was strongly emphasized by quality pioneer Joseph Juran and is widely adopted in Operations Management and Total Quality Management (TQM) frameworks.

Fitness for use means that a product must not only meet technical specifications but must also perform reliably, safely, and effectively in real customer usage conditions. For example, a shoe that looks attractive but causes discomfort or wears out quickly is not "fit for use," even if it meets internal manufacturing standards.

This definition contrasts with other quality perspectives:

- * Support services focus on after-sales service, not the product's core function.
- * Value for price paid evaluates perceived value, which includes cost considerations.
- * Psychological criteria relate to image, aesthetics, or brand perception.

Operations Management emphasizes fitness for use because it directly links design, production, and customer satisfaction. Products designed without considering how customers actually use them often lead to defects, complaints, and warranty costs—even if internal quality standards are met.

Fitness for use also reinforces cross-functional coordination, especially between marketing (understanding customer needs), design (translating needs into specifications), and operations (producing consistently). This definition supports continuous improvement by encouraging organizations to reduce variability, improve reliability, and focus on customer-defined quality rather than internally defined metrics alone.

NEW QUESTION # 15

Why is the marketing plan essential to the creation of the aggregate plan?

- A. The actual market demand in the marketing plan is required to make adjustments to other plans.
- B. Research and development in the marketing plan drives new products.
- **C. The marketing plan provides insight into operations goals and activities for the year.**
- D. Accurate cash flow objectives in the marketing plan are needed to achieve profitability levels.

Answer: C

Explanation:

The marketing plan is essential to the aggregate plan because it provides insight into operations goals and activities for the year.

Aggregate planning aligns production, workforce, and inventory decisions with expected demand, which is forecasted by marketing.

Marketing defines:

- * Sales volume expectations
- * Product mix
- * Promotional timing
- * Market priorities

Operations uses this information to:

- * Set capacity levels
- * Plan workforce size
- * Schedule production rates
- * Manage inventory

While demand data and cash flow matter, the key contribution of marketing is translating market strategy into operational requirements.

Operations Management emphasizes cross-functional integration; without marketing input, aggregate plans risk misalignment with actual market needs.

NEW QUESTION # 16

What is a key factor of a location analysis for a service company?

- A. Relations with community
- **B. Proximity to customers**
- C. Effective capacity
- D. Best operation level

Answer: B

Explanation:

Comprehensive and Detailed Explanation (#250 words):

The most critical factor in a service company's location analysis is proximity to customers.

Service operations differ fundamentally from manufacturing because the service is often produced and consumed simultaneously. As a result, customer access, convenience, and responsiveness are central determinants of demand and satisfaction.

From an Operations Management perspective, proximity to customers:

- * Reduces waiting and travel time
- * Increases service usage frequency
- * Improves customer perception of reliability and availability
- * Enables faster response to service failures

Examples include healthcare facilities, retail stores, hospitality, and professional services. In all cases, distance acts as a demand deterrent.

The other options are secondary:

- * Community relations are important but not decisive
 - * Best operating level and effective capacity are internal capacity measures, not location drivers
- Thus, service location strategy prioritizes market access over production efficiency, reinforcing customer-centric operations.

NEW QUESTION # 17

What is a bottleneck in a flowchart?

- **A. The longest task in the process**
- B. Two stages operating independently
- C. Multiple storage areas
- D. The point where production is evened out

Answer: A

Explanation:

Comprehensive and Detailed Explanation (#250 words):

A bottleneck is the longest task in the process, limiting the overall system throughput.

In Operations Management, the bottleneck determines the maximum capacity of the entire system. No matter how efficient other stages are, output cannot exceed the bottleneck's capacity.

Bottlenecks cause:

- * Queue buildup
- * Increased waiting time
- * Underutilization of downstream resources

Identifying bottlenecks through flowcharts and process mapping is essential for process improvement. Once identified, managers can:

- * Add capacity
- * Reallocate resources
- * Improve task methods
- * Reduce variability

The other options do not define bottlenecks:

- * Independent stages do not restrict flow
- * Production leveling smooths output
- * Storage areas indicate inventory, not constraints

The Theory of Constraints reinforces that improving non-bottleneck stages has little impact unless the bottleneck is addressed.

NEW QUESTION # 18

How does a just-in-time (JIT) system influence all functional areas within a company?

Choose 2 answers

- A. Companies can participate when it is convenient.
- **B. Companies develop new ways to generate revenue.**
- **C. Companies are able to reduce waste.**
- D. Companies enhance workers' ability to perform.
- E. Companies' workers demonstrate intrinsic values.

Answer: B,C

Explanation:

A just-in-time (JIT) system influences all functional areas by reducing waste and developing new ways to generate revenue.

First, waste reduction is the most visible and immediate effect of JIT across the organization. JIT eliminates excess inventory, waiting time, overproduction, unnecessary movement, and defects. These improvements require coordination across operations, purchasing, logistics, marketing, and finance, ensuring that all functions align with lean principles.

Second, JIT enables new revenue-generation opportunities by improving responsiveness, quality, and delivery speed. When an organization becomes more flexible and reliable, it can:

- * Offer shorter lead times
- * Improve customer satisfaction
- * Support customization
- * Compete in higher-value market segments

The remaining options are either indirect outcomes or incorrect:

- * Enhancing worker ability is a supporting mechanism, not the primary systemic influence
- * Demonstrating intrinsic values is cultural, not an operational outcome
- * Convenience-based participation contradicts JIT discipline

Operations Management highlights that JIT is an enterprise-wide system, not a production-only method. Its benefits materialize only when all functional areas operate in synchronization.

NEW QUESTION # 19

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