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## Management (C215, VDC2)

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### WGU Operations Management (C215, VDC2) Sample Questions (Q57-Q62):

#### NEW QUESTION # 57

What is the common theme in total quality management (TQM) across all functions in an organization?

- A. To enhance management software
- **B. To satisfy customer needs**
- C. To ensure profit from product changes
- D. To reward people rather than teams

**Answer: B**

Explanation:

The unifying and central theme of Total Quality Management (TQM) across all organizational functions is to satisfy customer needs. TQM is built on the premise that quality is defined by the customer, not by internal standards alone. Every function—marketing, operations, finance, human resources, procurement, and logistics—contributes directly or indirectly to customer satisfaction.

In Operations Management, this philosophy translates into:

- \* Designing processes that consistently meet customer requirements
  - \* Reducing variability and defects that impact customer experience
  - \* Aligning internal performance metrics with external satisfaction measures
- Customer satisfaction goes beyond product features. It includes:
- \* Reliability
  - \* Timeliness
  - \* Service responsiveness
  - \* Ease of use
  - \* Perceived value

Options such as management software, individual rewards, or profit from changes are secondary outcomes, not the core objective. Profitability is achieved because customer needs are met consistently, not as a substitute goal.

TQM frameworks such as Deming's philosophy, ISO standards, and Six Sigma all reinforce customer focus as the guiding principle. Continuous improvement efforts are justified and prioritized based on their impact on customer satisfaction.

Therefore, satisfying customer needs serves as the strategic anchor that aligns all functions, drives collaboration, and sustains long-term organizational success.

#### NEW QUESTION # 58

Which group of keywords or phrases describes the critical role that marketing plays in the total quality management (TQM) process?

- A. Review and recommend product changes; satisfy customer needs; open communication
- **B. Enhance competition; understand consumer preferences; maintain communication with operations**
- C. Baseline for managing quality process; investment in preventative costs; budgeting
- D. Reward employees; motivate staff performance; manage operations planned changes

**Answer: B**

Explanation:

In Total Quality Management (TQM), marketing plays a critical boundary-spanning role between customers and internal operations. The correct set of keywords—enhance competition; understand consumer preferences; maintain communication with operations—captures this role precisely.

From an Operations Management perspective, marketing is responsible for identifying customer needs, expectations, and perceptions of quality. These insights become essential inputs for product design, process planning, and continuous improvement initiatives. Without accurate market information, operations risk producing outputs that meet specifications but fail to satisfy customers. Marketing also enhances competitiveness by:

- \* Monitoring competitor offerings and quality levels
- \* Translating customer requirements into measurable quality attributes
- \* Supporting differentiation strategies based on quality, reliability, and service Equally important is ongoing communication with operations. TQM emphasizes cross-functional integration, and marketing ensures that quality is defined externally (by customers) rather than internally (by engineers or managers alone). Feedback from customers-complaints, satisfaction surveys, returns, and warranty data-feeds directly into operational improvement cycles.

The other options fail to capture marketing's core function:

- \* Budgeting and preventive costs are managerial/financial roles
- \* Product change reviews are primarily engineering activities
- \* Employee rewards fall under human resources

Thus, marketing's TQM role is strategic, integrative, and customer-focused, ensuring that quality efforts align with market expectations and competitive realities.

### NEW QUESTION # 59

Which concept of variation measures the central tendency of a set of data?

- A. Mean
- B. Standard deviation
- C. Variable
- D. Range

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation (#250 words):

The mean is the statistical measure that represents the central tendency of a set of data.

In quality management and statistical process control (SPC), the mean indicates the average performance level of a process. It is calculated by summing all observed values and dividing by the number of observations.

In Operations Management, understanding central tendency is essential because:

- \* It defines the process target or expected output
- \* It serves as the reference point for evaluating variation
- \* It is used to establish control limits in control charts

Other options measure different aspects of variation:

- \* Range measures dispersion between the highest and lowest values
- \* Standard deviation measures variability around the mean
- \* Variable is a generic term, not a measurement

TQM emphasizes not only achieving a desired mean but also reducing variability around it. A process can have the correct average output yet still produce defects if variation is excessive.

The mean is therefore foundational in quality analysis, process capability assessment, and continuous improvement initiatives. It helps managers understand whether processes are centered on customer specifications.

### NEW QUESTION # 60

Which tier-level supplier directly supplies materials or services to a processing and packaging plant?

- A. Tier one suppliers
- B. Tier two suppliers
- C. Tier three suppliers
- D. Tier four suppliers
- E. Tier five suppliers

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation (#250 words):

Tier one suppliers directly supply materials or services to a processing and packaging plant.

In supply chain hierarchy:

- \* Tier one suppliers deliver components, raw materials, or services directly to the manufacturer
- \* Tier two suppliers supply tier one
- \* Tier three and beyond supply upstream tiers

JIT systems rely heavily on tier one suppliers because:

- \* Delivery frequency is high
- \* Quality must be consistent
- \* Lead times must be short
- \* Coordination must be tight

Operations Management stresses the importance of strong partnerships with tier one suppliers to ensure uninterrupted flow and minimal inventory.

#### NEW QUESTION # 61

Which formula would indicate that a fast-food restaurant was performing at, above, or below its benchmark?

- A. Actual output / standard output
- B. Output / input
- C. Time a resource is used / time a resource is available
- D. Throughput time / value-added time

**Answer: A**

Explanation:

Comprehensive and Detailed Explanation (#250 words):

The formula Actual output / standard output indicates whether a fast-food restaurant is performing at, above, or below its benchmark.

This ratio compares real performance against a predefined standard. A value:

- \* Equal to 1 means performance meets the benchmark
- \* Greater than 1 means performance exceeds expectations
- \* Less than 1 indicates underperformance

Benchmarks are critical in Operations Management for:

- \* Performance evaluation
- \* Labor productivity measurement
- \* Process control

The other formulas measure utilization, velocity, or productivity, but do not directly reference a benchmark.

By comparing actual output to standard output, managers can quickly assess operational effectiveness and identify areas requiring corrective action.

#### NEW QUESTION # 62

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