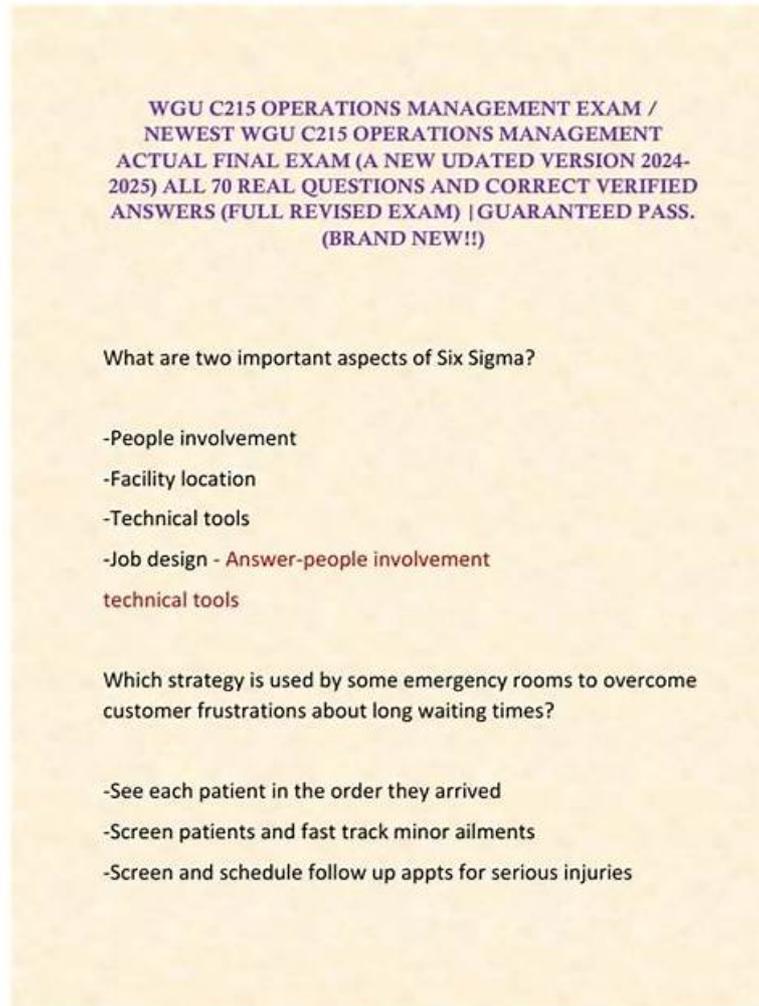


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## WGU Operations Management (C215, VDC2) Sample Questions (Q36-Q41):

### NEW QUESTION # 36

Which element is part of a financial plan?

- A. Budget projections
- B. Compensation planning
- C. SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis
- D. Product pricing

**Answer: A**

Explanation:

Budget projections are a core element of a financial plan.

A financial plan outlines how resources will be allocated to support organizational objectives. Budget projections include:

- \* Revenue forecasts
- \* Cost estimates
- \* Capital expenditure plans
- \* Cash flow projections

Operations Management relies on financial plans to ensure that capacity decisions, inventory levels, and workforce plans are economically feasible.

The other options belong to different planning domains:

- \* SWOT analysis is part of strategic planning
- \* Product pricing is part of marketing strategy
- \* Compensation planning is part of human resources

Budget projections provide the financial constraints and targets within which operations must function.

### NEW QUESTION # 37

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

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

**Answer: A**

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 # 38

Which two types of operations include repetitive processes?  
Choose 2 answers

- A. Project process
- B. Line process
- C. Batch process
- D. Continuous process

**Answer: B,D**

### NEW QUESTION # 39

Which project life cycle phase includes identifying the need for a project?

- A. Feasibility analysis
- B. Planning
- C. Conception
- D. Execution

**Answer: C**

Explanation:

Comprehensive and Detailed Explanation (#250 words):

The conception phase of the project life cycle includes identifying the need for a project.

During conception, organizations:

- \* Recognize problems or opportunities
- \* Define high-level objectives
- \* Align projects with strategic goals
- \* Decide whether a project should be considered

This phase precedes detailed planning and feasibility analysis. It focuses on why a project is needed rather than how it will be executed.

The other phases occur later:

- \* Planning defines scope, schedule, and resources
- \* Feasibility analysis evaluates viability
- \* Execution implements the project

Project Management integrates with Operations Management when projects involve capacity expansion, process redesign, or system implementation.

### NEW QUESTION # 40

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

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

**Answer: C**

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 # 41

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