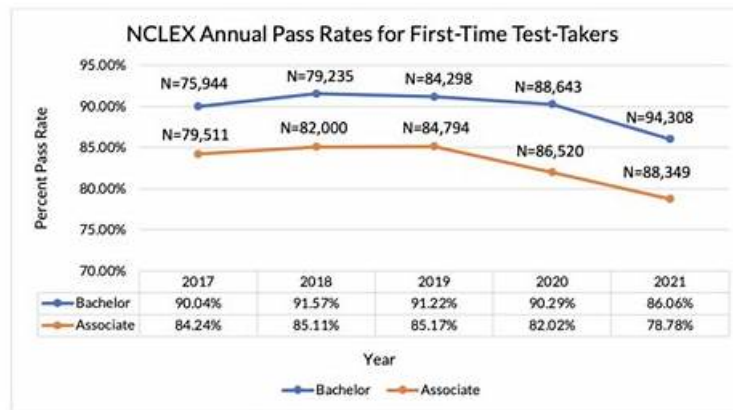


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## CIPS Operations Management Sample Questions (Q46-Q51):

### NEW QUESTION # 46

Moto Ltd is a car manufacturer based in Japan. They implement a Kansei Engineering process. In Kansei Engineering which of the following is considered?

- A. environmental impact
- **B. customer emotions**
- C. costs of raw materials
- D. ethical considerations

**Answer: B**

Explanation:

Customer emotions are considered in Kansai- its about creating products which meet customers' 'aesthetic and performance expectations'. P.114

### NEW QUESTION # 47

In the Balanced Scorecard approach to measuring performance measures, which of the following is considered a 'hard parameter'?

- A. financial
- B. business processes
- C. learning and growth
- D. customer

**Answer: A**

Explanation:

Finance is the 'hard' parameter, and the other three are soft p.79. If you've not come across the Balanced Scorecard before this is one that's worth learning as it comes up in other modules at Level 5. I particularly like this YouTube video which explains the concept extremely well: <https://www.youtube.com/watch?v=IGJ-25hikHA>

#### **NEW QUESTION # 48**

Shireen is an Operations Manager at a cake factory. She has been asked by her manager to create a list of the transforming resources used within the factory. Which of the following would appear on her list? Select TWO

- A. Information such as recipes
- B. raw materials such as flour and sugar
- C. employees who work on the production line
- D. facilities such as mixing equipment and ovens

**Answer: C,D**

Explanation:

Employees and Facilities are 'transforming resources'. Raw Materials and Information are 'transformed resources'. TransformING means they do the work of converting something into something else. TransformED means they change into something. See p.45 of the study guide for more information on this.

#### **NEW QUESTION # 49**

Operations Management is concerned with the management of resources in the production of tangible goods. Is this TRUE?

- A. no- operations management is concerned with ensuring the organisation is profitable
- B. no - operations management can also be concerned with the creation of intangible goods
- C. yes- operations management ensures there are sufficient goods produced to meet customer demand
- D. yes- operations management is ensuring a company has the correct resources to create goods

**Answer: B**

Explanation:

you can't touch or hold), also requires operations management. P.2

#### **NEW QUESTION # 50**

What is the end purpose of introducing a Total Quality Management process to the operations department of an organisation?

- A. zero defects
- B. increasing market share
- C. customer satisfaction
- D. reducing costs

**Answer: C**

Explanation:

The overarching goal of TQM is customer satisfaction. This is from p.105. There are a lot of questions in the exam on TQM so do revise this section

#### **NEW QUESTION # 51**

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- [illegible]