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WGU Operations Management (C215, VDC2) Sample Questions (Q25-Q30):

NEW QUESTION # 25

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

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

Answer: B

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 # 26

How do just-in-time (JIT) and lean systems add value?

- **A. By reducing waste**
- B. By enhancing responsibility
- C. By improving lighting
- D. By increasing simplicity

Answer: A

Explanation:

Just-in-time (JIT) and lean systems add value by reducing waste across all operational processes.

Lean Operations define value strictly from the customer's perspective. Any activity that does not add value to the product or service is considered waste (muda). JIT and lean systems systematically identify and eliminate this waste to improve efficiency, quality, and responsiveness.

Common types of waste targeted include:

- * Overproduction
- * Waiting time
- * Excess inventory
- * Unnecessary motion
- * Transportation
- * Defects and rework
- * Overprocessing

By reducing waste, organizations achieve:

- * Shorter lead times
- * Lower costs
- * Improved quality
- * Greater flexibility

Options such as improving lighting or enhancing responsibility may support efficiency indirectly but do not define the core value mechanism of JIT and lean systems. Increasing simplicity is a result of waste reduction, not the primary method.

Operations Management emphasizes waste elimination as the foundation of sustainable operational excellence, making option C the correct answer.

NEW QUESTION # 27

Which total quality management (TQM) process consists of 13 published standards and guidelines?

- A. ISO 9002
- B. ISO 1400
- C. ISO 9000
- D. ISO 9001

Answer: C

Explanation:

ISO 9000 is the family of international quality management standards consisting of 13 published standards and guidelines that define the fundamentals and vocabulary of quality management systems.

The ISO 9000 family provides a systematic framework for ensuring consistent processes, customer satisfaction, and continuous improvement across organizations. It does not certify products; rather, it certifies that an organization's processes are controlled, documented, and continuously improved.

Key distinctions:

- * ISO 9000: Overview, concepts, and terminology
- * ISO 9001: Certification standard specifying requirements
- * ISO 9002: (Now obsolete) Previously focused on production and installation
- * ISO 1400: Environmental management standards, not quality

Operations Management values ISO 9000 because it promotes:

- * Process standardization
- * Documentation and traceability
- * Preventive rather than corrective quality control
- * Consistency across suppliers and partners

ISO 9000 supports TQM by embedding quality into organizational systems, not relying on inspection alone.

Certification signals reliability and discipline to customers and global partners, especially in supply chains.

By establishing a common quality language and structure, ISO 9000 enables organizations to align operations, reduce variability, and sustain long-term operational excellence.

NEW QUESTION # 28

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. Reward employees; motivate staff performance; manage operations planned changes
- C. Baseline for managing quality process; investment in preventative costs; budgeting
- D. Enhance competition; understand consumer preferences; maintain communication with operations

Answer: D

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 # 29

Which project life cycle phase focuses on determining whether the proposed project is technically, financially, and operationally viable?

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

Answer: D

Explanation:

The feasibility analysis phase evaluates whether a proposed project is technically, financially, and operationally viable.

During feasibility analysis, organizations assess:

- * Cost-benefit justification
- * Resource availability
- * Technical constraints
- * Operational impact
- * Risk and uncertainty

This phase prevents organizations from committing to projects that:

- * Are too costly
- * Lack capability support
- * Conflict with operational capacity
- * Fail to deliver strategic value

Planning and execution only proceed if feasibility criteria are satisfied.

In Operations Management, feasibility analysis is especially critical for projects involving:

- * Capacity expansion
- * New facilities
- * System implementations
- * Process redesign

It serves as a decision gate that protects organizational resources and ensures disciplined project selection.

NEW QUESTION # 30

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