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WGU Operations Management (C215, VDC2) Sample Questions (Q15-Q20):

NEW QUESTION # 15

Which function does marketing play in a just-in-time (JIT) organization?

- A. JIT marketing focuses on customer-driven quality.
- B. JIT marketing simplifies inventory flow.
- C. JIT marketing synchronizes product demand with assembly.
- D. JIT marketing focuses on producer-driven quality.

Answer: A

Explanation:

In a just-in-time (JIT) organization, marketing focuses on customer-driven quality.

Marketing provides critical input on:

- * Customer expectations
- * Demand patterns
- * Product features
- * Service requirements

This information allows operations to design processes that meet actual customer needs rather than internal assumptions. JIT requires precise alignment between demand and production, and marketing ensures that quality is defined externally by customers.

The other options confuse marketing's role with operational execution:

- * Inventory flow is managed by operations
- * Assembly synchronization is a production function
- * Producer-driven quality contradicts TQM principles

Operations Management stresses that JIT succeeds only when marketing and operations are tightly integrated, with marketing acting as the voice of the customer.

NEW QUESTION # 16

What is the primary purpose in using the master production schedule (MPS) in the marketing department of an organization?

- A. To control the production department
- B. **To manage the demand for promised deliveries**
- C. To identify new product demand
- D. To create demand for promised deliveries

Answer: B

Explanation:

Comprehensive and Detailed Explanation (#270 words):

The primary purpose of using the Master Production Schedule (MPS)-including from a marketing /customer-commitment perspective-is to manage the demand for promised deliveries(Answer A).

In the planning hierarchy, forecasts and customer requirements are translated into a detailed schedule. The document explains that, based on demand forecasting, the organization creates a Master Plan Schedule (MPS) where "specific dates are set in detail," and that the MPS is then used to plan material requirements. This makes the MPS the central bridge between what the market is asking for and what operations can realistically commit to.

Marketing uses the MPS not to "create" demand, but to coordinate commitments: delivery promises, timing, and order quantities must align with feasible production and materials availability. If marketing promises deliveries that the MPS cannot support, the system experiences late orders, expediting, and customer dissatisfaction.

Therefore, MPS in a marketing context supports available-to-promise discipline, ensuring customer commitments are consistent with operational reality and planned workloads. It is a planning control instrument, not a tool for controlling production departments or identifying new product demand.

NEW QUESTION # 17

What is meant by "duration of the change"?

- A. The fiscal impact of the change on the strategic plan
- B. The percentage of normal operating capacity
- C. The size of the change needed
- D. **The length of time one expects to need the different level of capacity**

Answer: D

Explanation:

Comprehensive and Detailed Explanation (#270 words):

In capacity and aggregate planning, "duration of the change" refers to how long the organization expects to operate at a different capacity level-higher or lower than normal. This is exactly what option A states.

In operations planning, managers must decide not only how much capacity to change, but also for how long the change will be required. That time horizon directly drives which capacity option is appropriate. If the change is short-lived, the firm typically chooses flexible, reversible options (overtime, temporary labor, subcontracting). If the change is long-lived, it may justify structural commitments (new equipment, new facility, permanent staffing).

This ties to hierarchical planning logic: the planning and control system exists to "harmonize the client's requests with the available

resources" and uses staged planning levels (strategic capacity, aggregate planning, operational planning, scheduling). At the aggregate planning level, the organization validates whether it has enough capacity to meet expected workloads and selects a combination of resources.

Duration matters because longer changes increase the cost of relying on short-term measures (fatigue, overtime premiums, quality risk) while making long-term investments more economically rational. In short:

duration is the time component of the capacity decision, and it guides the selection of the most suitable planning lever.

NEW QUESTION # 18

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

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

Answer: C

Explanation:

Comprehensive and Detailed Explanation (#250 words):

The formula $\text{Actual output} / \text{standard output}$ 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 # 19

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

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

Answer: C

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 # 20

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