



Kasarani Campus
Off Thika Road
Tel. 2042692 / 3
P. O. Box 49274, 00100
NAIROBI
Westlands Campus
Pamstech House
Woodvale Grove
Tel. 4442212
Fax: 4444175

KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2019/2020 ACADEMIC YEAR
SECOND YEAR, SECOND SEMESTER EXAMINATION
FOR THE DEGREE IN BACHELOR OF SCIENCE
BUSINESS ADMINISTRATION

Date: 8th August, 2019
Time: 9.00am – 11.00am

KBA 202 - PRODUCTION & OPERATIONS MANAGEMENT

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define what production and operations management is with an aid of a diagram. (6 Marks)
- b) When it comes to the production of a new product, product design plays a key role. Define what it is and highlight its characteristics. (6 Marks)
- c) Define what process selection is in production and operations management and its importance when it comes to production. (6 Marks)
- d) Explicate the main objectives of productions and operations management. (6 Marks)
- e) There are many different ways of producing a product. Management must choose the best process, or series of processes. While choosing the process what are the five key things they need to consider. Explain (6 Marks)

QUESTION TWO (20 MARKS)

- a) Productions and operations management is very crucial when it comes to the production of products and services. For this to be achieved certain tasks need to be carried out effectively. Discuss these tasks using the 5 P's concept. (10 marks)
- b) During the production of a new product, there is a specific process of product design that is used to come up with an end product. Explain this process with an aid of a diagram. (10 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss in details the three forms of intermittent production system in production and operations management highlighting their importance in the process of production. (10 Marks)
- b) Define what continuous production flow means then discuss its two major types in details. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Service and manufacturing organizations carry out two different processes within them. Discuss this statement further by explaining at least five major differences between them. (10 Marks)
- b) Define what a product life cycle is and discuss in details the four stages of product life cycle. (10 Marks)

QUESTION FIVE (20 MARKS)

- a) Understanding the scope of productions and operations management is very essential as it summarizes all the activities that take place in a production firm. However, there is one activity that is very crucial when it comes to production plant location. Discuss what it is highlighting its importance. (10 Marks)
- b) Discuss in details the various factors that affect a product design. (10 Marks)