

1. Award: **10.00 points**

TB TF Qu. 01-01 Operations managers are responsible for...

Operations managers are responsible for assessing consumer wants and needs and selling and promoting the organization's goods or services.

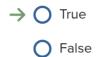


Operations managers are not responsible for promoting goods/services. It is the marketing functional area that is responsible for assessing consumer wants and needs and selling and promoting the organization's goods or services.

True / False	Difficulty: 1 Easy
TB TF Qu. 01-01 Operations managers are responsible for	Learning Objective: 01-01 Define the terms operations management and supply chain.

TB TF Qu. 01-02 Often, the collective success or failure of ...

Often, the collective success or failure of companies' operations functions will impact the ability of a nation to compete with other nations.



A nation is often only as competitive as its companies.

True / False	Difficulty: 1 Easy
TB TF Qu. 01-02 Often, the collective success or failure of	Learning Objective: 01-01 Define the terms operations management and supply chain.

TB TF Qu. 01-03 Companies are either producing goods or...

Companies are either producing goods or delivering services. This means that only one of the two types of operations management strategies are used.



→ O False

There are very few pure goods or pure services, so most companies sell product packages that combine goods and services. Therefore, most production systems involve a blend of goods and services.

True / False	Difficulty: 1 Easy
TB TF Qu. 01-03 Companies are either producing goods or	Learning Objective: 01-01 Define the terms operations management and supply chain.

TB TF Qu. 01-04 Operations, marketing, and finance function...

 $Operations, \ marketing, \ and \ finance \ function \ independently \ of \ each \ other \ in \ most \ organizations.$



 \rightarrow O False

Operations, marketing, and finance are naturally dependent upon one another.

True / False	Difficulty: 1 Easy
TB TF Qu. 01-04 Operations, marketing, and finance function	Learning Objective: 01-01 Define the terms operations management and supply chain.

TB TF Qu. 01-05 The greater the degree of customer....

The greater the degree of customer involvement, the more challenging the design and management of operations.



Greater customer involvement leads greater variation in the goods and services provided. This creates greater variation in production or service requirements and results in more complexity in the design and management of operations.

True / False	Difficulty: 2 Medium
	Learning Objective: 01-01 Define the terms operations management and supply chain.

TB TF Qu. 01-06 Goods-producing organizations are not...

Goods-producing organizations are not involved in service activities.

True

→ O False

There are very few pure goods or pure services, so most companies sell product packages, which combine goods and services. Therefore, most production systems involve a blend of goods and services.

References

True / False

Difficulty: 1 Easy

TB TF Qu. 01-06

Goodsproducing terms operations
organizations management and
are not...

Difficulty: 1 Easy

Learning Objective:

O1-01 Define the
producing terms operations
organizations management and
supply chain.

TB TF Qu. 01-07 Service operations require additional...

Service operations require additional inventory because of the unpredictability of consumer demand.





Service operations cannot use inventory as a hedge against unpredictable demand.

True / False	Difficulty: 1 Easy
TB TF Qu. 01-07 Service operations require additional	Learning Objective: 01-02 Identify similarities and differences between production and service operations.

TB TF Qu. 01-08 In for-profit organizations, the value of outputs...

In for-profit organizations, the value of outputs is measured by the prices customers are willing to pay for goods or services.



Customers' willingness to pay for goods or services sets the value of these outputs.

True / False	Difficulty: 1 Easy
TB TF Qu. 01-08 In for-profit organizations, the value of outputs	Learning Objective: 01-01 Define the terms operations management and supply chain.

TB TF Qu. 01-09 The use of models will guarantee the best...

The use of models will guarantee the best possible decisions.



 \rightarrow O False

Models are useful, but their use does not guarantee the best decisions.

True / False	Difficulty: 1 Easy
TB TF Qu. 01-09 The use of models will guarantee the best	Learning Objective: 01-07 Explain the key aspects of operations management decision making.

TB TF Qu. 01-10 People who work in the field of operations...

People who work in the field of operations should have skills that include both knowledge and people skills.



Operations management requires a blend of knowledge and people skills.

True / False	Difficulty: 2 Medium
TB TF Qu. 01-10 People who work in the field of operations	Learning Objective: 01-03 Explain the importance of learning about operations management.

TB TF Qu. 01-11 Assembly lines improved productivity...

Assembly lines improved productivity by using interchangeable parts and craft production.

○ True→ ○ False

Rather than craft production, assembly lines used the concept of division of labor to divide the production operation into a series of small tasks which were so small that very little skill was required of the workers.

True / False	Difficulty: 3 Hard
TB TF Qu. 01-11 Assembly lines improved productivity	Learning Objective: 01-08 Briefly describe the historical evolution of operations management.

TB TF Qu. 01-12 The operations manager has primary...

The operations manager has primary responsibility for making operations system design decisions, such as system capacity and location of facilities.



→ O False

The operations manager plays a role in these decisions but is not primarily responsible for them.

True / False	Difficulty: 1 Easy
TB TF Qu. 01-12 The operations manager has primary	Learning Objective: 01-06 Describe the operations function and the nature of the operations manager's job.