

<https://selldocx.com/products/test-bank-operations-management-2e-jones>

Type: multiple choice question

Title: Chapter 02 - Question 01

01) What is an order qualifier

a. A characteristic which the customer does not expect

Feedback: An order qualifier as defined by Terry Hill of the London Business School in the early 1980's is a characteristic of a product or service which the customer expects to be present even to consider purchasing it.

Page reference: 37

*b. A characteristic which the customer expects as a minimum standard

Feedback: An order qualifier as defined by Terry Hill of the London Business School in the early 1980's is a characteristic of a product or service which the customer expects to be present even to consider purchasing it.

Page reference: 37

c. A characteristic which the customer expects only in the best quality product or service

Feedback: An order qualifier as defined by Terry Hill of the London Business School in the early 1980's is a characteristic of a product or service which the customer expects to be present even to

d. A characteristic which the customer is willing to pay more for

Feedback: An order qualifier as defined by Terry Hill of the London Business School in the early 1980's is a characteristic of a product or service which the customer expects to be present even to consider purchasing it.

Page reference: 37

Type: multiple choice question

Title: Chapter 02 - Question 02

02) A characteristic of a product or service that directly contributes to winning business from customers is called _____

a. An order qualifier

Feedback: As defined by Terry Hill of the London Business School in the early 1980's a characteristic of a product or service which directly contributes to winning business from customers is called an order winner.

Page reference: 37

b. A winning characteristic

Feedback: As defined by Terry Hill of the London Business School in the early 1980's a characteristic of a product or service which directly contributes to winning business from customers is called an order winner.

Page reference: 37

*c. An order winner

Feedback: Yes, as defined by Terry Hill of the London Business School in the early 1980's a characteristic of a product or service which directly contributes to winning business from customers is called an order winner.

Page reference: 37

d. A quality characteristic

Feedback: As defined by Terry Hill of the London Business School in the early 1980's a characteristic of a product or service which directly contributes to winning business from customers is called an order winner.

Page reference: 37

Type: multiple choice question

Title: Chapter 02 - Question 03

03) The 5 internal performance objectives analysed further by Neely (2008) are cost, quality, flexibility, speed and _____?

a. Variability

Feedback: The fifth internal performance objective is dependability, which is the ability of an organization to consistently meet its promises to its customers.

Page reference: 37

b. Tangibility

Feedback: The fifth internal performance objective is dependability, which is the ability of an organization to consistently meet its promises to its customers.

Page reference: 37

***c. Dependability**

Feedback: Yes, the fifth internal performance objective is dependability, which is the ability of an organization to consistently meet its promises to its customers.

Page reference: 37

d. Intangibility

Feedback: The fifth internal performance objective is dependability, which is the ability of an organization to consistently meet its promises to its customers.

Page reference: 37

Type: multiple choice question

Title: Chapter 02 - Question 04

04) The ability of a product or service to meet customers' expectations is called _____?

a. Flexibility

Feedback: The ability of a product or service to meet customers' expectations is called quality.

Page reference: 38

***b. Quality**

Feedback: The ability of a product or service to meet customers' expectations is called quality.

Page reference: 38

c. Value

Feedback: The ability of a product or service to meet customers' expectations is called quality.

Page reference: 38

***d. Dependability**

Feedback: The ability of a product or service to meet customers' expectations is called quality.

Page reference: 38

Type: multiple choice question

Title: Chapter 02 - Question 05

05) Which of the following quality characteristics identified by Neely (2008) refers to the ability of a product or service to absorb slight variations in conditions and still perform to specification?

a. Serviceability

Feedback: The quality characteristic identified by Neely (2008) which refers to the ability of a product or service to absorb slight variations in conditions and still perform to specification is called technical durability

Page reference: 40

b. Conformance

Feedback: The quality characteristic identified by Neely (2008) which refers to the ability of a product or service to absorb slight variations in conditions and still perform to specification is called technical durability

Page reference: 40

c. Performance

Feedback: The quality characteristic identified by Neely (2008) which refers to the ability of a product or service to absorb slight variations in conditions and still perform to specification is called technical durability

Page reference: 40

***d. Technical durability**

Feedback: Yes, the quality characteristic identified by Neely (2008) which refers to the ability of a product or service to absorb slight variations in conditions and still perform to specification is called technical durability

Page reference: 40

Type: multiple choice question

Title: Chapter 02 - Question 06

06) A pharmaceutical company producing three different grades of aspirin tablet is an example of which type of flexibility?

a. Mix flexibility

Feedback: This is an example of output quality flexibility whereby in this case the company can vary the active ingredient to make different levels of quality product.

Page reference: 41

***b. Output quality flexibility**

Feedback: Yes, this is an example of output quality flexibility whereby in this case the company can vary the active ingredient to make different levels of quality product.

Page reference: 41

c. Material quality flexibility

Feedback: This is an example of output quality flexibility whereby in this case the company can vary the active ingredient to make different levels of quality product.

Page reference: 41

d. Deliverability flexibility

Feedback: This is an example of output quality flexibility whereby in this case the company can vary the active ingredient to make different levels of quality product.

Page reference: 41

Type: multiple choice question

Title: Chapter 02 - Question 07

07) What is a perfect competition?

*a. One in which there are no buyers or sellers with influence over prices

Feedback: A perfect competition is one in which there are no buyers or sellers with influence over prices, such as the stock market.

Page reference: 47

b. One in which there are many buyers or sellers with influence over prices

Feedback: A perfect competition is one in which there are no buyers or sellers with influence over prices, such as the stock market.

Page reference: 47

c. One in which there is one dominant buyer or seller with influence over prices

Feedback: A perfect competition is one in which there are no buyers or sellers with influence over prices, such as the stock market.

Page reference: 47

d. One in which there are two dominant buyers or sellers with influence over prices

Feedback: A perfect competition is one in which there are no buyers or sellers with influence over prices, such as the stock market.

Page reference: 47

Type: multiple choice question

Title: Chapter 02 - Question 08

08) A situation where there are several large sellers with control over the market is called _____?

a. A monopoly

Feedback: A situation where there are several large sellers with control over the market is called an oligopoly. This is currently the case for oil and gas supply in Europe and the Middle East.

Page reference: 47

b. A duopoly

Feedback: A situation where there are several large sellers with control over the market is called an oligopoly. This is currently the case for oil and gas supply in Europe and the Middle East.

Page reference: 47

*c. An oligopoly

Feedback: A situation where there are several large sellers with control over the market is called an oligopoly. This is currently the case for oil and gas supply in Europe and the Middle East.

Page reference: 47

d. A Monopsony

Feedback: A situation where there are several large sellers with control over the market is called an oligopoly. This is currently the case for oil and gas supply in Europe and the Middle East.

Page reference: 47

Type: multiple choice question

Title: Chapter 02 - Question 09

09) The strategic management of product groups through trade partnerships is called _____?

a. Market segmentation

Feedback: The strategic management of product groups through trade partnerships is called category management

Page reference: 52

b. Market distribution

Feedback: The strategic management of product groups through trade partnerships is called category management

Page reference: 52

***c.** Category management

Feedback: The strategic management of product groups through trade partnerships is called category management

Page reference: 52

d. Category marketing

Feedback: The strategic management of product groups through trade partnerships is called category management

Page reference: 52

Type: multiple choice question

Title: Chapter 02 - Question 10

10) The category of market segmentation concerned with consumer activity, opinion and values are called _____ variables?

a. Demographic

Feedback: The category of market segmentation concerned with consumer activities, opinions and values are called psychographic variables

Page reference: 57

***b.** Psychographic

Feedback: Yes, the category of market segmentation concerned with consumer activities, opinions and values are called psychographic variables

Page reference: 57

c. Geographic

Feedback: The category of market segmentation concerned with consumer activities, opinions and values are called psychographic variables

Page reference: 57

d. Behavioural

Feedback: The category of market segmentation concerned with consumer activities, opinions and values are called psychographic variables

Page reference: 57