



## Professional Qualification in BUSINESS MANAGEMENT

### Level 4 Diploma

#### UNIT 3 - OPERATIONS MANAGEMENT

##### Question 1

**Discuss** the importance of the sales and marketing function in a business organisation. (20 marks)

##### Question 2

- (a) **Explain** how the division of labour and other resources relates to organisation systems. (8 marks)
- (b) **Discuss** how organisational relationships can be planned, managed and controlled. (12 marks)

##### Question 3

- (a) **Distinguish** between operations and operations management. (8 marks)
- (b) **Discuss** the importance of control systems in the service sector. (12 marks)

##### Question 4

- (a) **Describe** the principles of supply chain management. (8 marks)
- (b) **Discuss** the importance of logistics in terms of operations and the supply chain. (12 marks)

##### Question 5

- (a) **Explain** what is meant by an 'evaluation cycle'. (8 marks)
- (b) **Discuss** the relationship between value chain analysis and strategic operations. (12 marks)