



Professional Qualification in BUSINESS MANAGEMENT

Level 4 Diploma

UNIT 3 - OPERATIONS MANAGEMENT

Question 1

- (a) Explain the relationship between marketing and sales. (8 marks)
- (b) Explain how the relationship between marketing and sales can enhance the success of a business. (12 marks)

Question 2

Illustrate the importance of continually monitoring the performance of an organisation in relation to its objectives. Use examples to support your answer. (20 marks)

Question 3

- (a) Describe TWO approaches to operations management. (8 marks)
- (b) Using your answer to Part (a), explain how ONE of the approaches is beneficial to the running of the organisation. (12 marks)

Question 4

Illustrate the relationship between the operation of an organisation and its supply chain. Use examples to support your answer. (20 marks)

Question 5

- (a) Explain how project planning makes an operating function more efficient. (10 marks)
- (b) Explain the possible problems by not adopting a project approach to operations within an organisation. (10 marks)