

12 Multiple choice questions

1. goods that are mass produced, usually on an assembly line
 - a. strategic
 - b. customised goods
 - c. standardised goods
 - d. operations
2. the business processes that involve transformation or production
 - a. value adding
 - b. operations
 - c. transformation
 - d. strategic
3. the distinguishing of products (goods or services) in some way from its competitors
 - a. transformation
 - b. product differentiation
 - c. operations
 - d. cost leadership
4. where each business function area depends on the support of the others if it is to perform at capacity
 - a. value adding
 - b. strategic
 - c. self-service
 - d. interdependence
5. an aim to have the lowest costs or to be the most price-competitive in the market
 - a. self-service
 - b. customised goods
 - c. cost leadership
 - d. strategic
6. affecting all key business areas
 - a. strategic
 - b. self-service
 - c. cost leadership
 - d. operations

7. the creation of extra or added value as inputs are transformed into outputs
 - a. strategic
 - b. operations
 - c. value adding
 - d. self-service
8. goods that are varied according to the needs of customers
 - a. operations
 - b. strategic
 - c. customised goods
 - d. standardised goods
9. cost advantages that can be created through an increase in scale of business operations
 - a. customised goods
 - b. economies of scale
 - c. self-service
 - d. cost leadership
10. where customers are encouraged to help themselves
 - a. strategic
 - b. value adding
 - c. self-service
 - d. interdependence
11. the conversion of inputs (resources) into outputs (goods and services)
 - a. transformation
 - b. lean production
 - c. operations
 - d. strategic
12. an aim to eliminate waste at every stage of production
 - a. operations
 - b. transformation
 - c. lean production
 - d. value adding