Examination Period 3: 2016/17

ACC201817N

Module Title: Enterprise Operations
Level: Five
Time Allowed: Three hours plus 15 minutes reading time. Students must not commence answering the questions until the reading time has ended.

Instructions to students:
- Enter your student number not your name on all answer books.
- During the 15 minutes reading time, students are permitted to make notes on the examination paper but not on the answer book. Students should begin answering the questions after the reading time has ended.
- There are five sections: Answer one question from each section.
- All questions are equally weighted.
- Begin each question in a separate answer book; label each answer book clearly with the number of the question you are answering.
- The use of a non-programmable calculator is permitted.

No. of Pages: 6
No. of Questions: 10
Section A

Answer one question.

Marketing

Question 1

Describe the major steps in designing a customer-driven marketing strategy: market segmentation, market targeting, differentiation, and positioning.

Question 2

Discuss how companies differentiate and position their products for maximum competitive advantage.
Section B

Answer one question.

Managing Human Capital

Question 3

Prepare for a chief executive the business case for adopting a strategic human resource management approach.

Question 4

What is the purpose of human capital management?
Section C

Answer one question.

Global Business

Question 5

What are the implications of increased turbulence and chaos in the business environment for the ways in which organisations plan for the future?

Question 6

Discuss the opposing ideological positions concerning the role of government in encouraging national competitiveness and technological development.
Section D

Answer one question.

Operations Management

Question 7

Operations management uses resources to appropriately create outputs that fulfil defined market requirements. Discuss.

Question 8

Explain the importance of the use of The four V’s of Operational Process in decision making by operations managers (volume, variety, variation, visibility).
Section E

Answer one question.

Information Systems

Question 9

Define:

a. a digital business
b. a business model
c. digital business model
d. customer experience (CX)
e. cloud computing
f. internet of things (IoT)
g. Machine-to-Machine (M2M) technology

Question 10

Describe the relationships in the social, mobile, and cloud technologies (SoMoClo) model.