



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, Cadastral Zone, Nnamdi Azikiwe Express Way, Jabi-Abuja
FACULTY OF MANAGEMENT SCIENCES
2021_1 EXAMINATION 1234

Course Code: BUS 801

Course Title: PRODUCTION AND OPERATIONS MANAGEMENT

Credit Unit: 2

Instructions:

- 1. Indicate your Matriculation Number clearly**
- 2. Attempt Question 1 and any other two (2) questions**
- 3. Question 1 is compulsory and carries 30 marks while the other 2 questions carry 20marks each**
- 4. Present all your points in coherent and orderly manner**

Time Allowed: 2 Hours

1a. Discuss with examples the three variants of the Economic Order Quantity (EOQ) model **(9marks)**

1b. Enumerate and explain the four types of the subjective technics of sales forecasting method **(12marks)**

1c. Define and discuss the concept of market segmentation and needs assessment. Market Segmentation **(9marks)**

2a. Illustrate and explain with example the scope of materials management and the typical domains of responsibility for purchasing, production control, and distribution for a baker. **(6marks)**

2b) Discuss four approaches to inter-firm relationship in technology acquisition and explain three reasons why forecasting is very essential in POM **(14marks)**

3a Identify and discuss useful implementation guidelines developed for the management of technology **(11marks)**

3b. Describe the forecast elements over three time Horizon **(9marks)**

4a. Discuss the major factors that determine the choice of the competitive priorities that a company should emphasize **(7marks)**

4b. Discuss four quantitative methods that might be used as a basis for site selection if parameters and variables related to the site selection can be estimated with some certainty. **(13marks)**