

PRINCE OF SONGKLA UNIVERSITY
FACULTY OF ENGINEERING

Midterm Examination Semester I

Academic Year : 2004

Date : August 4,2004

Time : 13:30-16:30

Subject : 227-552 Modern Operation Management

Room : R300

Instruction:

1. Answer all questions.
2. All materials are allowed.

ทูลจริตในการสอบ โทษชั้นต่ำ ปรับตกใน
รายวิชานั้น และพักการเรียน 1 ภาคการศึกษา
โทษสูงสุดให้ออก

Questions:

1. Analyse the global situations and the methods to prevent/improve business operation in the industries/enterprise by using SWOT as the following :
 - a. Hotel & restaurant
 - b. University
 - c. Rubber Gloves industry
 - d. Chicken Farm (15 points)

2. Analyse and list the structure of decision in case of minimart on Pun Na Kan Road, including alternative strategies, outcomes, strategies nature, decision criteria and likelihood for each of environment state. (15 points)

3. Explain the structure of production planning system in organization and give the example of aggregate production planning of seafood canning product. (15 points)

4. How the forecasting would be useful for the industries/enterprises as the following:
 - a. Hospital
 - b. Ceramics industry
 - c. Stock
 - d. University (15 points)

5. Explain and forecast the situations and trend of real estates business in the next 10 years (10 points)

6. Explain the modern management concept and advantage of the topics as the following:

- a. product –out and market-in
- b. process orientation
- c. Total Quality Management
- d. 3C
- e. Kaizen mind
- f. Knowledge Base Society
- g. Continuous Improvement
- h. Intelligent
- i. Price down.
- j. Customers Loyalty

(30 points)

prepared by

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