



الجامعة العربية المفتوحة  
Arab Open University

Faculty of Business Studies

**B207A**

**Shaping Business Opportunities I**

**Final Examination (Version A)**

**2018-19/First**

**10 January 2019**

**Number of Exam Pages: 2**

(including this cover sheet)

**Time Allowed:**

**3 hours**

**Instructions:**

- Answer **ALL FOUR** questions of this exam.
- Write your answer using an essay-format, except where calculations are required.
- Make sure to write the number of the question that you answer at the top. If not, it will not be marked.
- You are advised to spend an average of forty minutes answering each of the questions. This will allow you twenty minutes of review time at the end of the exam.
- This exam constitutes of 50% of your final grade.
- Use the Answer Booklet provided to you to answer the questions, and do not forget to write your name and student number in the specified space on the cover of the Answer Booklet.
- Keep in mind that any form of cheating will not be tolerated and will subject you to AOU cheating policy.

**ANSWER ALL THE FOLLOWING FOUR QUESTIONS:**

**Question 1 (25 marks)**

What is process design? Discuss the 4 Vs that influence operations design. Support your answer with examples.

**Question 2 (25 marks)**

- A. What is supply chain management? Support your answer with an example. **(10 marks)**
- B. Discuss with the use of example the bullwhip effect. How could the bullwhip effect be minimized? **(15 marks)**

**Question 3 (25 marks)**

Explain the four ethical issues of globalization. Support your answer with examples.

**Question 4 (25 marks)**

- A. In the twenty-first century, employees are no longer striving to have an 'equal say' with management over organizational strategies, principles and decisions. Rather, there is a much more personalized focus on improving the individual conditions of each organizational member. Briefly discuss what is meant by "empowerment era". **(10 marks)**
- B. Employment relations are undergoing a dramatic transformation. It has shifted from an emphasis on employment to a focus on employability. How did the concept of employability emerged? How is it affecting employment in our days? What are the benefits and costs of this employability? **(15 marks)**

**[END OF QUESTIONS]**