



الجامعة العربية المفتوحة  
Arab Open University

Faculty of Business Studies

**B207A**

Shaping Business Opportunities I

Final Examination (Version A)

2018-19/Second

13 May 2019

Number of Exam Pages: 2 (including this cover sheet)	Time Allowed: 3 hours
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**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)**

- A. Briefly discuss the six performance objectives of operation. (18 marks)
- B. How would you compare the performance objectives between business class and economy class flights? (7 marks)

**Question 2 (25 marks)**

Not all design activity has to produce radically innovative outputs. There are different types for new product development. Discuss incremental enhancement of existing products and two other types of new product development.

**Question 3 (25 marks)**

One useful way of analyzing the nature of competition in an industry has been suggested by Porter's 'five forces model' of competition.

- A. Discuss these five forces in some details. (15 marks)
- B. Imagine you are opening a new café near where you live. How tough your competition is likely to be? Explain in terms of Porter's five forces. (10 marks)

**Question 4 (25 marks)**

What is outsourcing? Discuss at least five advantages and five disadvantages of outsourcing.

**[END OF QUESTIONS]**