



الجامعة العربية المفتوحة
Arab Open University

Faculty of Business Studies

B207A

Shaping Business Opportunities I

Final Examination (Version EGY)

2020-2021/Summer

29 August-2021

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)

- 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)

Besides functionality, there are many other aspects that need to be addressed during the product design.

Use the example of a smart phone to discuss five of these aspects/characteristics.

Question 3 (25 marks)

- A. List and explain at least four of the major forms of finance for an organization? (12 marks)
- B. Compare and contrast a water company and a car manufacturer in using their working capital.
Which one would be in a better position in using working capital? (13 marks)

Question 4 (25 marks)

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

[END OF QUESTIONS]