



MAASAI MARA UNIVERSITY

**REGULAR UNIVERSITY EXAMINATIONS
2023/2024 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER**

**SCHOOL OF BUSINESS & ECONOMICS
BACHELOR IN ENTREPRENEURSHIP**

COURSE CODE: BSE 3105-1

**COURSE TITLE: OPERATION MANAGEMENT
IN SMALL ENTERPRISES**

DATE: 5/12/2023

TIME: 1100-1300 HRS

INSTRUCTIONS TO CANDIDATES

Answer question **ONE** and any other **TWO** questions.

1. (a) With the use of relevant examples, describe four roles of operation management. (9mks)
- (b) Describe four types of plant layout. (8mks)
- (c) Analyse three strategies adopted for asset management. (3mks)

2. Using an organization of your choice, discuss five levels of management and their functions. (15mks)

3(a) Discuss any five factors influencing industrial location. (10 mks)

(b) Describe the main objectives of operation management. (5mks)

4. (a) With reference to Maasai Mara University, discuss three types of store records. (7mks)

(b) Discuss any four functions of production planning and control.
(8mks)

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