

Operations Management, 11e (Heizer/Render)
Chapter 5 Design of Goods and Services

Section 1 Goods and Services Selection

1) Regal Marine's attempts to keep in touch with customers and respond to the marketplace are made impossible because consumer tastes change and maritime engineering improves.

Answer: FALSE

Diff: 1

Learning Outcome: Describe major approaches to sales and operations planning

2) Product strategy may focus on developing a competitive advantage via differentiation, low cost, rapid response, or a combination of these.

Answer: TRUE

Diff: 2

Learning Outcome: Describe major approaches to sales and operations planning

3) The objective of the product decision is to develop and implement a product strategy that meets the demands of the marketplace with a competitive advantage.

Answer: TRUE

Diff: 2

Key Term: Product decision

Learning Outcome: Describe major approaches to sales and operations planning

4) The four phases of the product life cycle are incubation, introduction, growth, and decline.

Answer: FALSE

Diff: 2

Objective: LO1

Learning Outcome: Describe major approaches to sales and operations planning

5) In the maturity stage of the product life cycle, operations managers will be particularly concerned with adding capacity or enhancing existing capacity to accommodate the increase in product demand.

Answer: FALSE

Diff: 2

Objective: LO1

Learning Outcome: Describe major approaches to sales and operations planning

6) Relatively few new product ideas, perhaps only 1 in 250, become successfully marketed products.

Answer: TRUE

Diff: 2

Learning Outcome: Describe major approaches to sales and operations planning

7) 3M's goal is to produce 30% of its profit from products introduced in the last 4 years.

Answer: TRUE

Diff: 3

Learning Outcome: Describe major approaches to sales and operations planning

Operations Management Heizer Answer Key Chapter 5

Brendan G. Carr



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