

## BA 3352: Intro - Strategy Questions

1. Identify current news articles or relate your personal experience to one of the current trends in OM below:  
Total Quality Management, E-commerce, Globalization, Environmental Issues, Downsizing, Company strategy re-alignment, Cost-reduction and Low production/utilization.  
In 2-3 sentences summarize the article. Cite your sources properly: For journal articles, write the author, year, article name, journal, volume, issue and pages; for books write the author, year, book, publisher and pages; for newspapers write the author, date, article name, newspaper name. Good sources are Wall Street Journal, Fortune, Harvard Business Review, economy/business sections of New York Times, Fortune, Harvard Time, Newsweek, or any newspaper or journal.
2. Put the following production modes in the chronological order they appeared/became popular:  
Lean production, Craft production, Mass production.
3. Why would workers or managers not want to work in a lean production environment? Are there any reasons for them to prefer mass production over lean production, explain?
4. Find out UTD School of Management (SOM)'s mission statement. Criticize the statement with respect to length, clarity, focus, etc. What would be your favorite mission statement for the SOM?
5. List and discuss an environmental scanning activity SOM does/should do related to each of the following factors: Economic situation, competition, technology and market.
6. Write a mission statement for your life objectives. Identify your strategy and give a couple of examples for operational decisions.
7. Read Wegmans Food Markets pp.30-32. Answer questions 1 and 2 on p.32.
8. What are the distinctive competencies of Wegmans Food Markets, explain?
9. Read Hazel on pp.28-29. Answer questions 1 and 2.
10. Hazel is expanding her business into gardening: fertilizing gardens, weeding gardens, trimming shrubbery. Why would Hazel want to move into gardening? Is there a danger of losing strategic focus with this move, explain?
11. Compare Fed-Ex and US Postal Service in terms of their strategies: What are the competencies emphasized by their strategies?

12. Compare the retailers JcPenny and Nordstrom in terms of their strategies: What are the competencies emphasized by their strategies?
13. SOM is cleaned by a cleaning crew every night, the table below shows the number of people per crew and the number of office rooms cleaned.

Day	Crew size	Number of offices cleaned
Monday	2	28
Tuesday	3	39
Wednesday	1	15
Thursday	5	48

Compute the individual labor productivity of each day. Graph the number of offices cleaned against the crew size, identify if this is a linear, convex or concave function. If this function is not linear, can you hypothesize why?

14. Alcatel is cleaned by a cleaning crew every night, the table below shows the number of people per crew and the number of office rooms cleaned.

Day	Crew size	Number of offices cleaned
Monday	2	32
Tuesday	3	43
Wednesday	1	13
Thursday	5	62

Compute the individual labor productivity of each day. Graph the number of offices cleaned ( $y$ -axis) against the crew size ( $x$ -axis), identify if this is a linear, convex or concave function. If this function is not linear, can you hypothesize why?