

Example of dissection questions essay

[Business](#), [Company](#)



A) How does Southwest add value? What makes southwest different from just any airline?

Southwest airline is a company that has grown largely as compared to other airline companies. It has been able to add value to the services it provides hence satisfying the needs of the employees. This is what has enabled the company to perform well in the market. The company has differentiated its customers according to their culture and income levels. This makes it easy to serve the needs of the customers. The company ensures that it serves its customers while respecting their culture and beliefs.

B. How would you describe the competitive priorities of Southwest? How does this differ from other airlines?

The fact that it serves different income groups ensures that the company is able to serve many customers who become loyal to the company. This approach is what adds value to the company activities. The difference between southwest airlines and other companies is that the company charges reasonable prices to the customers. The low income groups are charged low prices. The high income groups are charged higher prices as long as they are willing and able to pay. This is what makes the company different.

How would you define quality from the perspective of a student in JU's MBA program?

For a student, quality is the ability to deliver teaching services with the best technology that is available while ensuring that the students are comfortable in their learning activities. For example, quality would enable students to attend lectures at home through the internet, have ample parking space at

school to facilitate movement and the teachers should use projectors while in class.

How might a faculty member define quality in the MBA program?

On the other hand, staff would define quality in terms of good curriculum and supportive staff to help in teaching activities. For example, Availability of laptops to aid in teaching activities and good salaries as compared to other universities would be a good indicator of quality.

In your own words, explain and critique the wisdom of Jonah and his approach. Also, critique THE GOAL as an operations management text.

The wisdom of Jonah was because of a case study that aimed at evaluating the quality of decisions made by people. According to the theory, many people make accurate decisions if they are not allowed to discuss about the decision they are making. This is however criticized. The critique behind this reasoning is that when people discuss an issue, they bring in light more information about the problem at hand hence making it easy to make accurate decisions. Then, it is possible that groups that discuss can make accurate decisions.

According to goal, management involves activities that help an organization to continually improve in the production of goods and services. The work of the management is to identify constraints and help eliminate them.

However, the theory fails to recognize that some constraints can never be discovered hence their elimination is impossible.