



UNIVERSITY OF KELANIYA – SRI LANKA

Centre for Distance and Continuing Education

FACULTY OF COMMERCE & MANAGEMENT STUDIES

Bachelor of Commerce (Special) Degree Second Year Examination (External) – 2022

March 2024

BCOM E2065 – Operations Management

No. of questions: Five (05)

Time: 03 hours

Answer only four (04) Questions.

Question No. 01

- Briefly describe what is meant by operations management. (05 Marks)
 - Discuss the term “Sustainability”, and its relevance for functions of business organizations. (08 Marks)
 - “Operations and supply chains are interdependent—one couldn’t exist without the other, and no business organization could exist without both” Discuss this statement by using relevant examples from Sri Lankan context. (12 Marks)
- (Total 25 Marks)**

Question No. 02.

- Identify the factors behind the recognition of the new product opportunities. (05 Marks)
 - Discuss the importance of research and development for the any kind of business. (08 Marks)
 - Last year newspaper article is like this. “How the Musical Choon Paan Vans of Sri Lanka Became an Unlikely Symbol of Hope”**
“While the choon paan van may seem like a quaint alternative to the impersonal experience of buying industrial bread off a supermarket shelf, its significance in the socio-cultural fabric of Sri Lanka is more than surface-deep. To fully recognize its place in the life of average Sri Lankans, let’s consider the country’s dependence on bread as a form of everyday nourishment.” Discuss how this choon pan delivery can improve service quality to be the benchmark of Sri Lankan fast food delivery network. (12 Marks)
- (Total 25 Marks)**

Question No. 03

- a). Layout decisions affect a wide range of facilities, from factories, supermarkets, offices, department stores, and warehouses, to malls, parking lots and garages, and kitchens. Layout is also important in the design of some products such as the interiors of automobiles and the arrangement of components inside computers and other electronic devices. Select three different items from this list, or other similar items, and explain for each what the four or five key considerations for layout design are.
- (05 Marks)
- b). To be competitive, many fast-food chains began to expand their menus to include a wider range of foods. Although contributing to competitiveness, this has added to the complexity of operations, including inventory management. Specifically, in what ways does the expansion of menu offerings create problems for inventory management?
- (08 Marks)
- c). “Quality is critical to satisfying your customers and retaining their loyalty so they continue to buy from you in the future.” Briefly explain how a company can achieve lower production costs and increase productivity by improving the quality of its products or services.

(12 Marks)

(Total 25 Marks)

Question No. 04

- a). Explain how preventive maintenance can be applied even in small business organization to keep high level customer satisfaction.
- (05 Marks)
- b). Discuss what are the different kind of seasons in Sri Lanka and how its effect to the practical business environment?
- (10 Marks)
- c). Following table shows the specific seasonal sales data (based on quarters) of the beverage industry in Sri Lanka from 2018 to 2022. Based on that, calculate the seasonal index, and rank the four seasons according to the importance of sales.

Year	2018	2019	2020	2021	2022
1st Quarter	0.899	0.799	0.822	0.865	0.801
2nd Quarter	1.234	1.561	1.315	1.400	1.612
3rd Quarter	2.413	2.462	2.554	2.722	2.391
4th Quarter	0.912	0.827	1.118	0.992	0.902

(10 Marks)

(Total 25 Marks)

Question No. 05

a). What is independent demand and depended demand according to inventory management?

(05 Marks)

b). “ISO standards are internationally agreed by experts. It is considered as a procedure that describes the best way of doing something.” Discuss ISO 14000 and ISO 9000 categories with Sri Lankan examples.

(08 Marks)

c). General manager of Ceylon Electricity Board stated that “Our focus is on achieving 70% renewable energy by 2030. This includes 25% from solar panels, 15% from wind power, and 10% from natural gas. However, transitioning the energy mix is a gradual process, and it requires meticulous planning and execution. We aim to reach 60% renewable energy by 2026 and eliminate fossil fuel-based electricity generation by 2030.” What kind of operational impact for the Sri Lankan business from this plan?

(12 Marks)

(Total 25 Marks)