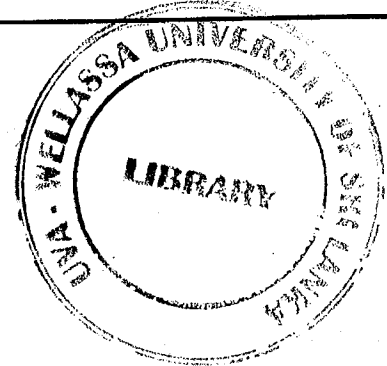
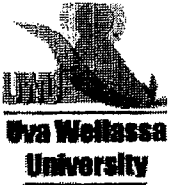


**Uva Wellassa University**  
**Faculty of Management**

**Degree of Bachelor of Business Management in Hospitality, Tourism and Events  
Management**

**SECOND YEAR SECOND SEMESTER EXAMINATION-SEPTEMBER/OCTOBER 2012**  
**Operations Management - (HTE 262-2) & Repeat**



**Part C – Essay Questions**

Answer only two questions including Question No. 01

Marks allocation: 50 Marks

1. i). What is the meaning of “Operations Management”? (02 marks)
- ii) Explain the term “Added Value” with an appropriate example (03 marks)
- iii) Why Location Planning and Analysis is important in Operations Management?  
Give four (04) reasons. (04 marks)
- iv) What is the meaning of “Total Quality Management (TQM)? (02 marks)
- v) List up five (05) advantages of Lean Manufacturing (05 marks)
- vi) Write the short notes on the following.
  - a) Brainstorming
  - b) Quality Circles
  - c) Automation(3 × 3 = 09 marks)
- vii) What are the three weeks and five weeks moving average forecast for demand?  
Assume that you have only Three weeks and Five weeks of actual demand data  
for the respective forecasts.

Week	Demand
1	830
2	785
3	690
4	675
5	630
6	610
7	585

(10 marks)

(Total Marks – 35 marks)

2. i) State five (05) obstacles for implementing Total Quality Management (TQM) practices.

(05 marks)

- ii) "Quality is a leading factor of the success of any industry". How does it applicable for Hospitality and Tourism Industry in Sri Lanka? (10 marks)

**(Total Marks – 15 marks)**

3. Job times (including processing and setup) are shown in the following table for five jobs waiting to be processed at a work center.

Job	Processing Time (PT) (Days)	Due Date (DD) (Days)
A	12	15
B	6	24
C	14	20
D	3	8
E	7	6

Determine the processing sequence, Make span, Average Flow Time, Average Tardiness and Average Number of Jobs at the workstation that would result from the following Priority Rules.

- a) Shortest Processing Time (SPT)  
b) Earliest Due Date (EDD)

**(Total Marks – 15 marks)**

4. i) State three (03) reasons for product and service Design. (03 marks)

- ii) State four (04) sources of ideas for product and Services. (04 marks)

- ii) "Essence of any organization is the products or services it offers. There is a link between the design of those products or services of the organization and the success of the organization". Do you agree? Comment

(08 marks)

**(Total Marks – 15 marks)**