

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

**Degree of Bachelor of Business Management in Entrepreneurship and Management**

**THIRD YEAR FIRST SEMESTER EXAMINATION – MARCH/APRIL 2013**

**EMG 371-2 - Operations Management**  
**Part C – Essay Questions**



Answer only three questions including Question No. 01

Marks allocation: 50 Marks

1. i). What do you mean by “Operations Management”? (01marks)
- ii) Explain the term “Added Value” with an appropriate example (02 marks)
- iii) Why Location Planning and Analysis is important in Operations Management?  
Give four (04) reasons. (03 marks)
- iv) What do you mean by “Total Quality Management”? (01 marks)
- v) List up four (04) criticism for Total Quality Management Practices (04 marks)
- vi) Write the short notes on the following.
  - a) Brainstorming
  - b) Delphi Method
  - c) Automation

(3 × 3 = 9 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	860
2	840
3	730
4	700
5	670
6	650
7	620

(06 marks)

(Total Marks – 26 marks)