

# Uva Wellassa University

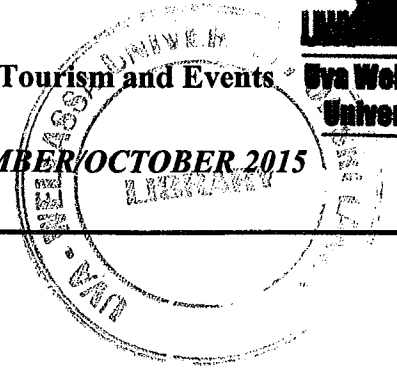
Faculty of Management

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

Management

**THIRD YEAR FIRST SEMESTER EXAMINATION – SEPTEMBER/OCTOBER 2015**

**EMG 372-2 Operations Management**



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**Instructions to candidates:**

No. of pages : Four (04)  
No. of questions : Six (06)  
Time allocation : Two (02) hours  
Marks allocation : 100 Marks

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**Answer 04 questions including questions no. (1)**

- 1) Read the case study given below and answer the questions.

Titan Industries is the world's largest wristwatch manufacturer and India's leading brand. Titan transformed the Indian watch market, offering quartz technology with international styling manufactured at its state of the art factory at Hosur, Tamil Nadu. In 1997, the company launched a second independent watch brand – Sonata – with the aim of promoting value- branded watches for those seeking to buy functionally styled watches at affordable prices. It also entered the segment of premium fashion watches by acquiring a license for global brands such as Tommy Hilfiger and expanded into fashion eyewear with its Fastrack Eye Gear sunglasses. In 1995, the company diversified into jewelry under the brand Tanishq. The forecasting exercise at Titan is based on time series method. The steps in the forecasting method are as follows:

- It studies the historic sale value of different watch styles
- It gathered secondary information from showrooms and distributors
- It considers marketing schemes and advertisement campaigns to foresee demand
- It factors seasonally such as festive and wedding season.

- a) Discuss and give your suggestions on the forecasting method adopted by Titan.

(15 Marks)

- b) What would be the factors considered to select the time series method as forecasting technique by Titan? Briefly explain three (03) of them.

(10 Marks)

(Total Marks 25)

2)

- a) Define "Operations Management".  
(03 Marks)
- b) Briefly discuss each of these terms related to the historical evolution of Operations Management.
- I. Scientific management (04 Marks)
  - II. Division of labor (04 Marks)
  - III. Mass production (04 Marks)
- c) "Operations Manager is a senior level employee who oversees the production of goods and providing of services". Discuss the role of an Operations Manager.  
(10 Marks)

(Total Marks 25)

3)

- a) "Product and service design plays an important role in organizational profitability and its survival. As it should be closely tied to an organization's strategy". Do you agree? Justify your answer with a practical example.  
(10 Marks)
- b) Explain the stakeholders that to be involved in the design of products and services.  
(05 Marks)
- c) Explain four (04) activities and responsibilities of product and service design.  
(06 Marks)
- d) Discuss four (04) issues for product and service design or redesign.  
(04 Marks)

(Total Marks 25)

4)

a) Provide a definition for "Quality".

(02 Marks)

b) Briefly explain three (03) product quality dimensions.

(07 Marks)

c) Quality products or service earn benefits to the organization. Explain three (03) benefits of better quality.

(06 Marks)

d) "When getting design decisions, customers wants, production or service capabilities, safety and liability, costs and other similar considerations must take in to the consideration by an Operations Manager". Do you agree? Justify your answer.

(10 Marks)

(Total Marks 25)

5)

a) Organizations involve with capacity planning due to many reasons. Explain three (03) reasons for capacity planning.

(06 Marks)

b) Briefly explain the Capacity Planning Process with an example.

(08 Marks)

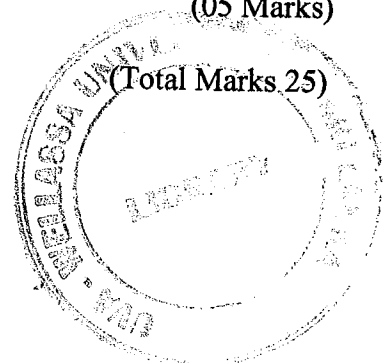
c) Discuss three (03) demand options and three (03) capacity options of aggregate planning.

(06 Marks)

d) Describe two (02) challenges of capacity planning.

(05 Marks)

(Total Marks 25)



6.)

a) Explain the Behavioral Approaches to job design with examples for each.

(10 Marks)

b) Write short notes on following.

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|-------------------------------------|------------|
| I. Specialization                   | (03 Marks) |
| II. Motivation                      | (03 Marks) |
| III. Methods analysis on job design | (03 Marks) |
| IV. Work measurement                | (03 Marks) |
| V. Compensation                     | (03 Marks) |

(Total Marks 25)

