

Uva Wellassa University

Faculty of Management

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

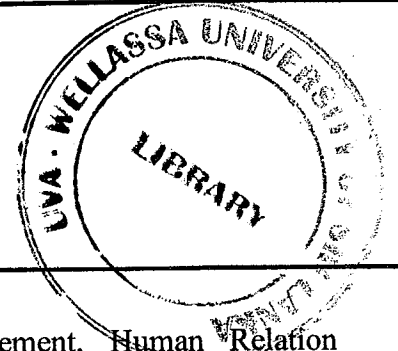


SECOND YEAR SECOND SEMESTER EXAMINATION – JANUARY/ FEBRUARY 2016

HTE 262-2 Operations Management

Instructions to candidates:

No. of pages : Three (03)
No. of questions : Five (05)
Time allocation : Two (02) hours
Marks allocation : 100 Marks
Answer **any four (04)** questions.



1) Industrial Revolution, Development of Scientific Management, Human Relation Movements, Decision Models and Management Science, and Japanese Manufacturing systems are some of the milestones of the historical evaluation of Operations Management. Fundamentally, there are no differences between service and manufacturing operations. Like manufacturers, service providers must continuously look for ways and means to improve operational efficiency.

a) Define “Operations Management”. (02 Marks)

b) Briefly explain main four (04) activities of Operations Management in an event. (08 Marks)

c) Front Office Manager, Food and Beverage Manager, House Keeper, Executive Chef, Engineer and Accountant are some of the Operations Managers in a hotel. Select any three (03) of them and briefly explain their duties and responsibilities as Operations Managers. (15 Marks)

(Total Marks 25)

2) Product and Service Design or Redesign in the Field of Tourism plays an important role in organizational profitability and its survival. As it should be closely linked to an organization’s strategy.

a) Describe four (04) reasons for Product or Service Design or Redesign in the Field of Tourism. (08 Marks)

b) Briefly explain the challenges faced in designing a service in the Airline Industry.

(05 Marks)

c) Describe the phases in Service Design and Development with a related example from the Field of Tourism.

(12 Marks)

(Total Marks 25)

3) Work Design is one of the oldest aspects of Operations Management. It involves with Job Design, Work Measurement, The Establishment of Time Standards, Worker Motivation and Compensation.

a) Both Efficiency Approach and Behavioral Approach are adapted in Designing Job. Briefly explain Behavioral Approach of Job Designing with related examples from the Hospitality sector.

(10 Marks)

b) There are many reasons to conduct a Method Analysis in organizing an event. Explain three (03) of them.

(15 Marks)

(Total Marks 25)

4) Organizations become involved with Capacity Planning due to changes in demand, changes in technology, changes in the environment and perceived threats and opportunities.

a) What is meant by Capacity?

(03 Marks)

b) Briefly explain three (03) determinants of effective Capacity in a Tourism related organization.

(12 Marks)

c) Describe the Capacity Planning Process briefly giving an example from the field of tourism.

(10 Marks)

(Total Marks 25)

5)

a) "Forecasts affect decisions and activities throughout the organization." Do you agree? Justify your answer with an example from the Hotel Industry.

(10 Marks)

b) Describe three (03) main forecasting techniques used by the Tourism Industry.

(15 Marks)

(Total Marks 25)

