

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

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



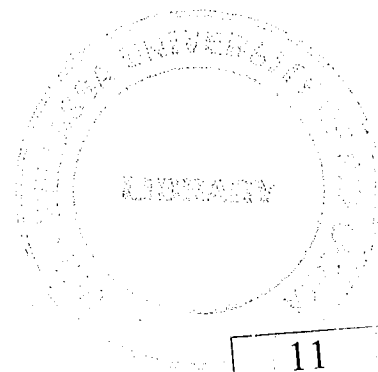
**SECOND YEAR SECOND SEMESTER EXAMINATION – AUGUST/SEPTEMBER 2011**  
**HTE 262-2 Operations Management**

---

**Instructions to candidates:**

No. of pages : Six (06)  
No. of questions : Five (05) Structured  
: Four (04) Essay  
Time allocation : One Hour (01) and Forty (40) minutes  
Marks allocated : Eighty Five (85) Marks  
Question paper is not to be removed from examination hall.

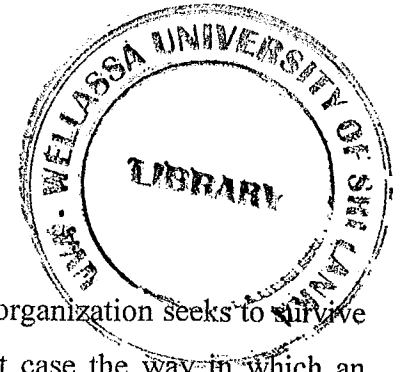
Index Number:



## Essay Questions

Answer only two questions including question No. 1

Marks allocation: 50 Marks



01. Strategy in a business organization is essentially about how the organization seeks to survive and prosper within its environment over the long-term. In that case the way in which an organization secures, deploys and utilizes its resources will determine the extent to which it can successfully pursue specific performance objectives. Excelling at one or more of the operations performance objectives can enable an organization to pursue a business strategy based on a corresponding competitive factor.

*You are required to:*

- a) explain how each performance objective of operations management will enable the organization to pursue a business strategy successfully. (10 marks)
- b) differentiate service organizations from manufacturing organizations. (05 marks)
- c) briefly explain how operations influence competitiveness of an industry. (05 marks)
- d) define order winners and order qualifiers with adequate examples. (05 marks)
- e) explain the notion of trade-offs. (04 marks)
- f) define operations strategy and explain why it is said to be that operations strategy development is hierarchical. (06 marks)

**(Total Marks - 35 marks)**

02. Just in Time (JIT) is a popular lean manufacturing technique and strived to improve the return on investment of the organization by reducing the costs associated with inventory handling and waste.

*You are required to:*

- a) briefly explain the concept underlined in JIT system. (03 marks)
- b) explain how JIT system defines the concept of waste. (05 marks)
- c) explain how you can use JIT method in services. (07 marks)

**(Total Marks - 15 marks)**

03.

- i) Explain the process of product designing. (08 marks)
- ii) What are the factors to be considered in product designing? (07 marks)

**(Total Marks - 15 marks)**

04.

- i) Define the term quality. (02 marks)
- ii) Differentiate service quality from manufacturing quality. (03 marks)
- iii) Identify the main concepts of TQM and explain any three of them. (10 marks)

**(Total Marks - 15 marks)**