

EXAMINER'S REPORT

AA2 EXAMINATION - JANUARY 2016

(AA15) BUSINESS OPERATIONS AND MANAGEMENT

As the entire question paper has been covered almost all the areas of Business Operations Management according to the specified weightings of syllabus the aim was to check the candidates' overall knowledge and understanding of the subject area. As a whole most of the candidates' performance was satisfactory but there were certain candidates who had failed to answer well. The main purpose of Examiners' Report is to draw attention towards the areas which can be helpful to the candidates who could not score marks successfully. The important points which were observed by the Marking Examiners considering each question separately are given below:

Part A

Question No. 01

By this section, overall areas of the subject of Business Operations Management have been covered and almost all the candidates have attempted the question. 40 marks out of 100 have been allocated to this question. Most of candidates had not answered successfully the question Nos. **1.1**, **1.5** and **1.10**. The observations regarding those are as follows:

- 1.1** It was expected to measure the correct understanding about the "Mission" of an organization. Majority of the candidates had failed to answer this question where a very specific answer was expected.
- 1.5** Most of the candidates have not marked the correct answer for inapplicable rate to be included as a policy interest rate of the Central Bank from given choices in the question.
- 1.10** The question was based on the 5S Model. Most of the candidates have not understood the question properly.

Therefore candidates should improve their knowledge on fundamental concepts of Business Operations and Management. Except above questions most of candidates have answered well for the rest of the questions in question number 1.

Overall performance to question number 01 was satisfactory.

Part B

This part includes four compulsory questions for 40 marks. Each question carries 10 marks.

Question No. 02

The question was based on the Globalization. It was tested how supportive services would facilitate Globalization in Part – A and opportunities and threats of Globalization from Part - B.

Majority of the candidates have been answered to part – A successfully and obtained high marks due to the practical knowledge about Globalization. Many candidates have answered part – B successfully but a considerable number of candidates had failed to identify threats of Globalization. Overall performance of the above question was satisfactory.

Question No. 03

It was expected to test the candidates' knowledge about the Inventory Management

Part – A

It was required to identify the basic costs associated with the Inventory Management. Some candidates had not understood the question properly and had explained about Direct and Indirect costs. Most of the candidates had just stated the basic costs of Inventory Management and not explained them.

Part – B

This part was based on the Inventory Control Systems practiced by today's manufacturing organizations. Some of the candidates had not understood the question correctly and they had explained stock issuing methods as a result. Most of candidates had not clearly explained the Inventory Control Systems in answering. Candidates should have a thorough knowledge about the practical aspects of business operations and management in order to obtain higher marks.

Question No. 04

This question was based on Marketing Mix and Promotional Mix. Certain candidates had not answered this question and some had written irrelevant answers. Majority of candidates have answered for this question well and obtained high marks.

Part – A

It was required to explain the difference between Marketing Mix and Promotional Mix. In explaining the differences, most of the candidates have satisfactorily explained about the Promotional Mix but they have not clearly explained about the Marketing Mix.

Part – B

This part was based on tools of Promotional Mix. Most of the candidates have not identified the tools of the Promotional Mix correctly but they have written examples for the tools of promotional mix. Certain candidates were successful in identifying advantages and disadvantages of the identified tools.

Question No. 05

It was expected to test the knowledge of the candidate regarding the intranet, extranet and internet technological applications which are commonly used by modern organizations. Overall performance to this question is satisfactory.

Part – A

This question tested the importance of the above applications for a business organization. Most of the candidates have answered well for this question. Some of them were failed to identify the definitions of intranet and extranet and some have described the difference of the above three networks instead of explaining the importance of the above applications for a business organizations.

Part – B

This part was based on the main uses of the internet. This is the practical part of the subject area. Almost all of the candidates have answered well for this part and got full marks.

Question No. 06

This was a scenario based question regarding **DEES Supermarket** and it was expected to examine the knowledge about the role of Human Resources Management and Marketing Management. It was observed that the most of the candidates didn't possess a sound knowledge on Marketing Strategies. It was also observed that most of candidates have not read and understand the question well. However certain candidates have scored well in this question.

Part – A

A majority of candidates have reproduced the theory context in their answers ignoring the fact that it should be linked to the given scenario on practical aspects. Some candidates were failed to explain steps of proper recruitment process applicable for "**DEES**" and they have written only the steps of proper recruitment process. Some of them have explained the benefits of proper recruitment process instead of steps of proper recruitment process. It was observed that the candidates have faced difficulties in applying the theoretical knowledge obtained regarding core concepts in Human Resource Management into the real life scenarios.

Part – B

It was expected to test the knowledge of the candidates regarding the Market Segmenting Strategies available for "**DEES**". Most of the candidates had explained Marketing Concepts instead of Marketing Segmenting Strategies and were failed to discuss Segmenting Strategies for "**DEES**". It was a significant fact that many candidates should improve in justifying their answers with a correct theoretical base in this kind of questions. Candidates should focus on the practical aspects of marketing management to obtain high marks in this type of scenario based questions. It was observed that certain candidates have unnecessarily described the segmenting strategies without applying for the given scenario. Hence this resulted in candidates obtaining low marks for this question.

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General points to be considered in developing the level of understanding of candidates

1. When you get the question paper, read the instructions carefully given to candidates. Identify compulsory questions. Do not write answers in the question paper itself.
2. Read the question carefully several times and answer only what is asked in the question. Do not write unnecessary explanations and details, when a direct and an accurate answer is expected from the question.
3. When you answer, time management is very important.
4. Action verb Check List with definitions is attached to the question paper itself and each question will begin with an action verb excluding Objective Test Questions (OTQs). Candidates should answer the questions based on the definition of the verb given in the Action Verb Check List.
5. Before handing over the answer script, check whether the question numbers and your index number have been written correctly.
6. Do not write answers in the question paper itself and forward with the answer script.
7. By answering past question papers, you can improve the subject knowledge as well as the ability to write answers well.
8. Make use of Self Study Text and recently published magazines, hand books, newspapers and text books to update the knowledge.
9. Face the examination with a good preparation and with the utmost hope of passing the examination.

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