

EXAMINER'S REPORT

AA1 EXAMINATION - JULY 2016

(AA15) BUSINESS OPERATIONS AND MANAGEMENT

As the entire question paper has covered almost all the areas of Business Operations Management and 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 the Examiners' Report is to draw attention towards the low performed areas which will be helpful to improve candidates' performance in the future examinations. The important points which were observed by the Marking Examiners considering each question separately are given below:

Section 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.

Although it has been clearly stated that the number of the selected answer should be written in the answer booklet with the number assigned to the question, it was observed that some candidates have written the full answer instead of the number assigned to the question.

Most of candidates had not answered successfully the question Nos. **1.3** , **1.9** and **1.16**. The observations regarding those are as follows:

- 1.3** It was expected to test the correct understanding about partnership agreements. Majority of the candidates had failed to answer this question for which a very specific answer was expected.
- 1.9** Most of the candidates have not marked the correct answer for the function not performed by a registered finance company although it is a simple question.
- 1.16** The question was based on the understanding of Efficiency and Effectiveness. Most of the candidates have not understood the difference between the words "Efficiency" and "Effectiveness".

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.

Section B

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

Question No. 02

The question was based on Partnerships. It was required to state four (04) rights of a partner in Part – (a) and explain three (03) advantages of a partnership when compared to a sole proprietorship from Part – (b).

Majority of the candidates have answered part – (a) as well as part – (b) successfully and obtained high marks. But a considerable number of candidates had failed to understand the question properly. Overall performance of the above question was satisfactory.

Some candidates have stated less than four (04) rights although the question has specifically indicated to state four (04) rights of a partner from part (a). It has been observed that some candidates have explained in detail the rights of a partner and wasted their time unnecessarily even though the question was clearly instructed to “State”.

In part (b) some candidates have written irrelevant answers because they explained the advantages of a partnership without comparing it to a sole proprietorship. Therefore candidates should read and understand the expectation of the question paying due attention to the action verb before answering the question.

Question No. 03

It was expected to test the candidates’ knowledge about the Business Environment.

Part – (a) It was required to identify the Components of the External Environment. A considerable number of candidates have not understood the Components of the External Environment and have written about both the External and Internal Environment. Some candidates have written incorrect answers such as Economic and Non-Economic environment.

Some of the candidates who have identified the correct answer for part (i), had not explained the Characteristics of the Micro and Macro Environment for (ii) part. Therefore it is worthwhile to obtain a clear and conclusive knowledge about business environment and the categorizations.

Part – (b) This part was based on PEST analysis and required to link it with the practical knowledge by explaining how PEST analysis can be applied to a company operating in the industry of tea. The performance for this part of the question was average. Most of the candidates have identified what PEST stands for. But majority of them have not clearly explained the PEST applied to ABC Ltd. in the current Sri Lankan context. It was observed that some of the candidates have provided entirely an irrelevant answer by explaining “SWOT” analysis instead of “PEST” analysis. 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 Manufacturing and Service Providing Organizations. It was observed that a considerable number of candidates had not attempted part (a) and the performance for this question was not satisfactory.

Part – (a) It was required to explain the characteristics used to distinguish a manufacturing organization from a service providing organization. Some of the candidates have written characteristics of manufacturing organization without considering the characteristics that can be used to distinguish a manufacturing organization from a service providing organization.

Part – (b) This part was based on Service Design Process. Majority of candidates have not identified the Service Design Process and they have written incorrect answers such as explaining the Production Process, creating a job in Human Resource Management instead of Service Design Process.

Candidates should acquire sound knowledge regarding the business operations management.

Question No. 05

It was expected to test the knowledge of candidates regarding Human Resource Management. Overall performance to this question is satisfactory.

Part – (a) This part tested the objectives of Human Resource Management. Most of candidates have answered to this question and got full marks.

Part – (b) This part was based on the importance of induction in an organization. Most of the candidates have not understood the word “Induction”. Some of the candidates have incorrectly explained induction as establishing branches island-wide while others explained as conducting trainings. Therefore candidates should have a thorough understanding regarding planning and staffing of human resource management.

Section C

Question No. 06

This was a scenario based questions regarding “LILLY PLC” and it was expected to examine the knowledge about the role of Human Resources Management and Marketing Management. It was observed that most of the candidates didn’t possess a sound knowledge on the same. 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 grounds. A considerable number of candidates had failed to describe training methods applicable for “LILLY PLC” and they have written only the steps of training methods. 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) The question expected to test the knowledge of managing the distribution function available for “LILLY PLC. Majority of the candidates have not understood the question well and have written irrelevant answers. Some of them have explained process of distribution instead of key decisions involved in managing the distribution function of Lilly in India. A considerable number of candidates have explained the key decisions involved in managing the distribution function without linking it to the given scenario. Hence this resulted in candidates obtaining low marks for this question.

Part – (C) This question tested ways of advertising related to the “LILLY PLC” promoting their products. Majority of students had answered well and got full marks with their general knowledge regarding advertising.

In general, 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 human resource management and marketing management to obtain high marks in this type of scenario based questions. It was observed that certain candidates have unnecessarily described the irrelevant theoretical facts without applying for the given scenario.

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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. Do not write answers in the question paper itself.
2. Get the maximum use of **self-study text** published by AAT Sri Lanka because it is the best guideline covering the entire syllabus.
3. 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.
4. When you answer, time management is very important.
5. 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.
6. Before handing over the answer script, check whether the question numbers and your index number have been written correctly.
7. Do not write answers in the question paper itself and forward with the answer script.
8. By answering past question papers, you can improve the subject knowledge as well as the ability to write answers well.
9. Make use of recently published magazines, hand books, newspapers and text books to update the knowledge.
10. Never try to give up compulsory questions as this habit may lead to achieve low marks.
11. Face the examination with a good preparation and with the utmost hope of passing the examination.

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